

VOGUE



SUMMER
HOSTESS
NUMBER

JULY 1, 1931
PRICE 35 CTS

©THE CONDE NAST
PUBLICATIONS, INC.



© E. G. C. 1931



AS POWERFUL AS ETHYL GASOLINE

THE leaping, racing fight of the sailfish is a breath-taking display of power under perfect control.

To put the power of gasoline under control, leading oil refiners add Ethyl fluid. This prevents the uneven explosions that cause power-waste, harmful "knock" and overheating. It *controls combustion*, delivering power to the pistons with

a smoothly increasing pressure. Controlled combustion makes such a marked improvement in car performance that Ethyl Gasoline is now the biggest selling motor fuel in the country. Practically every filling station has one or more Ethyl pumps. Look for the Ethyl emblem shown here at the right. Ethyl Gasoline Corporation, New York City.



The Ethyl emblem on any pump stands for tested gasoline of Ethyl quality. Constant inspection of gasoline from Ethyl pumps throughout the country guards this standard. All Ethyl Gasoline is colored red.

THE ACTIVE INGREDIENT USED IN ETHYL FLUID IS LEAD

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Silverware
Noted for Quality*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS
25 RUE DE LA PAIX

LONDON
44 NEW BOND STREET



STETSON HATS *for* WOMEN

THE STETSON DIANA is a hat for the modern huntress—in quest of admiring glances. The roguish feather and pert tilt express the casualness of the fall vogue. The

JOHN B. STETSON COMPANY



good styles in millinery of quality are made by Stetson in all the fashionable fur felt textures. In the colors of the season and all head sizes. See them at your favorite store.

358 FIFTH AVENUE, NEW YORK



GOLFLEX

500 Seventh Avenue New York City

*

Very flattering. Very young. Very chic . . . Embroidered eyelet batiste . . . At the left, in a frock that suggests the French, surplice neckline. Sizes 34 to 44 . . . Or at the right, with frilled shoulders, and a cluster of contrasting flowers to match the braided girdle. Sizes 12 to 20 . . . White, écru, jonquil, shell pink, Nile green, and baby blue . . . Created and distributed in the U. S. by Wilkin-Malito, Inc., and in Canada by Gould Samuel & Co., Ltd., Montreal. Sold by all Golflex dealers . . . \$16.75 In New York, exclusive with THE TAILORED WOMAN.



☆ *The Residence Apartments* ☆

WALDORF-ASTORIA

FINE LIVING....

à la carte

● You may now pre-view three completed floors of the *Waldorf-Astoria's* apartments. ◀ The contribution of the Waldorf-Astoria to New York living will be this: Fine living, à la carte. ◀ The apartments themselves are a series of beautiful homes, done by **WORLD-FAMOUS DECORATORS**. Each apartment is individual. All have privacy, through foyer entrances and modern innovations such as sound-proofing. Tower apartments have the further privacy of separate under-cover motor entrance, elevators, concierge bureau. ◀ All these luxuries of the **PRIVATE HOME** can be enjoyed à la carte: that is, as you please and when you please. This ultra-modern re-creation of the Waldorf-Astoria provides you with a household . . . servants of every kind . . . excellent cuisine . . . special rooms and facilities for every type of entertaining. **LEASES, IF YOU PREFER, OR ARRANGEMENTS TERMINABLE AT WILL.** No financial investment or personal responsibility. Rentals in scale with prevailing ideas about economy. ◀ A few unfurnished apartments with broad terraces. ● An information office is now open in the hotel, corner Park and Fiftieth, phone ELdorado 5-3000.

S P E C I M E N A P A R T M E N T S
R E A D Y F O R I N S P E C T I O N

READY OCTOBER 1, 1931 •• PARK TO LEXINGTON •• 49TH TO 50TH •• NEW YORK

WALDORF-ASTORIA

SCHRAFFT'S — *the FIFTH* that makes the Foursome!



Dresden Package
\$1.25 lb.

Two things you will find at a popular Summer resort are — good golfing and Schrafft's candy! And if your vacation includes a stop in New York, Boston or Syracuse you'll enjoy a visit to one of the forty Schrafft's Stores and Restaurants — the year-round resort of connoisseurs of fine food and delicious candy. Schrafft's is more than a delicious candy. It is a valuable food — an almost immediate source of *quick energy*. As a safeguard against fatigue, keep Schrafft's handy. Available everywhere. 60c to \$2.00 the pound.

SCHRAFFT'S belongs in the picture of *Health*

Pradyan X. and Co.



A distinguished creation by Miss E.M.A. Steinmetz
...an all-white evening gown of lacy mesh durene
—its graceful draping quality and novel seaming
emphasized by a trailing arrangement of white
camellias... The gown is shown at Stein and Blaine

Durene

THE FINEST COTTON

QUALITY BEGINS WITH THE YARN

E.M.A. Steinmetz

THE SHOPPERS' AND BUYERS' GUIDE

AUCTION & CONTRACT BRIDGE

SHEPARD'S STUDIO, INC., 34 E. 50th St., N.Y. "Only College of Bridge." Expert instruction either Auction, Contract or Backgammon. Individuals or classes. Teachers' Course. Tel. Plaza 3-4188
ELIZABETH B. BANFIELD—Lessons in Contract Bridge (Culbertson Forcing System) & Backgammon. Individual or class lessons. Special course in Contract Bridge by mail \$3. 27 W. 72 St., N.Y. End. 2-2677

BAGS

AN UNUSUAL SHOP for the repairing, framing and remodeling of high grade bags of every description, jewelry, missing stones matched and bead restringing. A. L. Workman, 1 W. 34th St., New York
LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way-510 & 669 Mad. Ave., N.Y.
PETIT POINT and Needlepoint bags manufactured in Vienna by ourselves. Very fine imported marcasite, silver, and other beautiful frames. Retail & wholesale. Vienna Importing Co., 1165 Broadway, Bogardus 4-1749

BEAUTY CULTURE

EYEBROWS & LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 75c at Spiro's, 26 West 38th St. & 35 West 46th St., N.Y.
MME. JULIAN'S HAIR DESTROYER eradicates all superfluous hair (with follicle). No electricity or poison. Established 1869. Address Mme. Julian, 34 West 51st Street, New York City
MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889
ANN WARING, R.N. Expert in removing superfluous hair—scientifically and successfully—by the method of multiple electrolysis. Personal attention. 210 West 78th St., N.Y. C. Tel. Endicott 2-7129
ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long. 5-6537. Also Chicago—Minneapolis
MME. LOUISE HERMAN is the one and only originator of the scientific method of face lifting without surgery or operation. Write for free booklet V-13 Ortosan Company, 62 West 57th St., N.Y.
UNUSUALLY HAIR DIMINISHES Charm—Remove it the safe, sure way—by my method of electrolysis. Fully endorsed by physicians. Natalie Tovim, Reg. Nurse, Med. Arts Bldg., 57 W. 57 St., N.Y. Wick. 2-3841
PLASTIC SURGERY INSTITUTE—Correctional Plastic Surgery for Facial or Body Defects and Malformations. 745 Fifth Avenue, at Fifty-Eighth St., New York. For appointment call Plaza 3-7457
MME. MAYS—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 12 W. 51st St., N.Y. Wickersham 2-7054
BEAUTY TURTLE OIL. External Rejuvenator for Face, Neck, Hands, Arms, Building, firming bust. Remarkable results. \$3.00, \$5.00. Mme. Adèle, Dept. 32, 1005 Brack Shops, Los Angeles, Cal.
AMAZING DISCOVERY positively relieves oily skin, enlarged pores. Bleaches, restores youthful freshness; creme compact (cream in soap form). Send \$1. for 3 cakes. Adele M. Reya, 507-5th Ave., N.Y.C.
HAIR on the FACE REMOVED PERMANENTLY and painlessly by Electrolysis Specialist. Physicians endorse my method. Write for booklet V. Mme. Frances, Suite 1078, 11 W. 42 St., N.Y. La. 4-2778
SKIN INSURANCE—a curative powder for skin disorders—good deodorizer—fine for general use. 25c per can. Available at Drug Counters or Charles Ammen Company, Ltd., Alexandria, Louisiana
BEAUTY SLEEP SHIELD—Induces sound sleep night and day by completely shutting out light rays. Retains healing creams around the eyes while sleeping; refreshes tissues and thereby reduces lines and crow's-feet around the eyes. Soft—comfortable—easy to wear. Mailed to you, postpaid, on receipt of one dollar. Sleep Shade Company, 200 Davis Street, San Francisco, California
PREVENT BURNING! Use Mor-Tan greaseless liquid preventive. Permits you to tan without suffering from sunburn. At leading department and drug stores. Mor-Tan, 521 Fifth Ave., New York

BEVERAGES

SELF-STIRRING BILLY BAXTER—Highest carbonated drinks bottled in the world. Club Soda, Ginger Ale, Sarsaparilla, Lime Soda, assorted, or all one kind, 10 oz. club style bottles, 4 dozen to case, delivered by express to your home. \$7.00 in the East; \$8.00 in the West and South. Half cases supplied, if desired. Booklet mailed on request. The Red Raven Corporation, Cheswick, Pennsylvania

BLOUSES

FLORENCE BARNABY, 840 Madison Avenue, N.Y.C. Specially designed blouses made to order in latest styles. Very conservatively priced. Also ready-made. Mail orders taken. Rhinelander 4-1218

BON VOYAGE & GIFT BASKETS

ALICE H. MARKS, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious tidbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282
VOGUE offers you this classified Guide as a convenience when shopping. Here you will find many interesting and out-of-the-way shops. Patronize them once, and you will return many times

CATERERS & CONFISEURS

VENDÔME—Table Delicacies—18 E. 49th St., N.Y. Wick. 2-2224. Specialist in fresh Russian Caviar. Catering from "European Buffet Counter." Terrapin, Pâté de Foie Gras, Vendôme cheese, Virginia Ham Cooked

CHILDREN'S & MISSES' THINGS

NANINE—510 MADISON AVENUE, N.Y.C. Chic children's clothes of painstaking workmanship. Girls to 12, boys to 6. Coats and hats are moderately priced. Charming layettes and nursery accessories

A Reference Directory of Uniform Advertisements

Classified for the Convenience of the Reader

ADVERTISING RATES: 4 full lines (25 words)—three months, \$60.00; six months, \$115.00; twelve months, \$204.00, payable with order. Eight or twelve lines pro rata. Closing dates: 1st of month issue, closes 20th of second preceding month; 15th of month issue, closes 5th of preceding month; The Shoppers' & Buyers' Guide of Vogue, 1928 Graybar Bldg., Lexington at 43rd, New York

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT SHOP." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CHINTZES

THE CHINTZ SHOP—INTERIOR DECORATING New York City—443 Madison Ave. at 50th St. Cincinnati, Ohio—1983 Madison Road. Chicago, Illinois—840 North Michigan Avenue

CLEANING & DYEING

SADLEIR—38 West 34th St. Dry Cleaning, Dyeing, French plaiting, Hemstitching, Buttons covered, hats cleaned and blocked. Expert workmanship. Mail orders. Catalog. Lack. 4-2069. Mirror Bldg.
AVOID having your silk garments shrunken or lose their new finish by entrusting your orders with us. Use Telephone Directory for nearest branch office. Schwarz and Forger, 400-410 W. 125 Street
KNICKERBOCKER Cleaning & Dyeing Company. High class cleaners and dyers. Main office 402 East 31st Street, New York City. Branch offices in New York, New Rochelle, Greenwich and White Plains

CLOSETS

NOW is the time to have closets planned, decorated & equipped. Individuality in design, considering comfort, utility; space economy & beauty assured. Consult, Mrs. May B. Bythiner, 1327 Lex. Ave., SA. 2-7500

CORSETS

LOUISE GREENWOOD, CORSET EXPERT. Every description corset, corselette, brassiere—imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N.Y. Long. 5-8173
MISS ELEANOR, FORMERLY with MME. BINNER. Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N.Y.
MADAME CLAFF SHOULE. Corsetry in the modern manner without lessening comfort. Brassieres, Lingerie, Negligées. Tel. Volunteer 5-0136. 12 East 48th Street, New York City

DRESSMAKING & REMODELING

THE MENDING SHOP. French gowns copied; suits, frocks & wraps remodeled & restyled. Your wardrobe made smart & wearable. Miss H. Redding Coughlin, 17 E. 48th St., N.Y. No Branches. Tel. Eldorado 5-9161
GOWNS REMODELED. Made to Order, reasonably priced. Exclusive frocks smartly designed, fine workmanship. Beading & rebeading gowns a specialty. Mail orders. Mme. Nobele, 64 West 51st St., N.Y. Vol. 5-4851
MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Ladies' own material used. Remodeling a specialty. Attractive prices. 799 Lexington Ave. (near 62 St.), N.Y. Regent 4-9592
MISS VALENTINE—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

ENTERTAINMENT

CHILDREN'S ENTERTAINMENT BUREAU. Also known as "The Party Factory." Everything for Children's Parties from sending the invitations to picking up the last broken balloon. Favors—Decorations—Plans—Magicians—Trained animals—Games—Punch and Judy. Out-of-town entertainments arranged. Saks-Fifth Avenue, New York City. Telephone Plaza 3-4000. Extension 163
PUNCH & JUDY SHOW. Trick Pony, Clown. Magician with live rabbit and dove. Marionettes available for children's parties. Ambrose Jeffries, 44 Eldert Street, Brooklyn, N.Y. Foxcroft 9-3575
LET HELENE PAUL—Eminent Astrologer, give you important information & constructive guidance through your horoscope—by appointment or mail. Reasonable Fees. 127 W. 79 St., N.Y. Endicott 2-4187
LORNA FANTIN — NUMEROLOGY. Signature Correction—Infants' Names Suggested. Specialist in Business Conduct and Charm. By Appointment only. Wickersham 2-7826. 230 East 48th St., N.Y. C.
CORNELIA KANE—ASTROLOGER—Detailed Horoscopes individually written \$5.00, including two year forecast \$10.00. Send date, hour and place of birth. 509 Fifth Avenue, New York City

FURS

RICHARD KOPPEN formerly with Gunthers. Specializing in finest quality Silver Fox, Baum Martin & Sable Scarfs. Cleaning, Repairing, Storing. Prices conservative. 17 W. 45th St., N.Y. Bryant 9-3368

HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, over 12 years New York's leading Permanent Wave Specialist. All methods. Becoming individual effects. J. Schaeffer Inc., 590-5th Ave., at 48th, N.Y. Bry. 9-7615, also Hotel St. Regis, Plaza 3-4500
CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hairgoods. Charles Bock, 20 East 57th Street, N.Y. Plaza 3-5610
HENRY—HAIRDRESSER, 3 West 46th Street, N.Y. Catering to ladies who are particular. Specializing in permanent waving and exclusive transformations. Bryant 9-2479. Medallion 3-9252
EMILE—Permanent Waving Specialists. Carrying also exclusive lines of lingerie and cosmetics. Salons at 813 Lexington Ave. (63 St.) Regent 4-8245 and 1429-6th Ave. (58 St.) Circle 7-7563, New York
LOUISE BERTHELOU—for over 16 years an authority on permanent waving. Coiffure of individual effects. Vapon Shampoo for oily hair & dandruff. Does not remove marcel. 424 Madison Ave. Wick. 2-9585
BEAUTY METHODS UTTERLY SIMPLIFIED yet basically correct. Permanent waves at the coiffure salon of Mars & Charles, 47 East 58th Street, near Park Avenue, New York. Tel: Volunteer 5-1187

HAIR & SCALP SPECIALISTS

YOUR HAIR—YOUR SCALP need regular attention. Prevent trouble; Use effective Swedish treatment, by practiced specialist. 20 yrs. on 5th Ave. Anna S. Burke, 522-5th Ave. at 48th, N.Y. VA. 3-2536
FRANCES FOX INSTITUTE, 745 Fifth Ave., N.Y.C. Featuring internationally known scalp treatment, with distinct departments for men and women. Plaza 3-2430. Other locations: London, Paris, Florence, Rome
MYSTIC SCALP FOOD reconditions hair and scalp. Marvelous for dandruff and falling hair. Restores lustre. Now available for home use. Jar \$1. postpaid. Mme. Louise, 1300 North State, Chicago, Ill.

HAIR COLORING

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physician. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

HAIR GOODS

MANUEL TRANSFORMATIONS. sight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupées. Booklet on request. B. Manuel, 485 Madison Ave., N.Y.
FRANÇOIS, BOB WIGS, TRANSFORMATIONS. Finest quality, naturally curly hair at moderate rates. Booklet J on request. Prompt attention to mail orders. François, Hair Specialist, 431-5th Ave., N.Y.

HOUSE RENOVATING

OPENING AND CLOSING Town and Country Residences. Complete cleaning under personal supervision. Jeannette Egerton Brown and Florence B. Kober, 572 Madison Ave., N.Y. C. Wickersham 2-7039

LACES

E. ZALLIO—Antique & Modern Laces, Linen, Bridal, Tulle, Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. Est. 1905. 561-5th Ave., N.Y.

LADIES' TAILORS

J. TUZZOLI makes a Suit, Coat or Gown for \$65 which cannot be duplicated under \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N.Y.C.
FABRICANT, 50 West 57th St., N.Y.C. Suits, Gowns, Coats and Furs stylishly tailored for the individual. Suits made to order for \$95. Fur Garments remodeled. Finest workmanship. Tel. Circle 7-5935

MENDING & REPAIRING

MOTH HOLES. Tears. Burns on garments made invisible by weaving. Shine on clothing permanently removed. Guaranteed Damage Weaving Co., 146 Fifth Ave., bet. 19th and 20th St., N.Y. C.

MENUS & RECIPES

JOIN THE MENU CLUB—Dinners, Teas, Lunches, Suppers—Provides two new menus weekly. Fee \$4 a year. Book of 100 unusual recipes, \$1. Write to Mrs. E. Newman, 23 E. 74th St., N.Y. C.

MILLINERY

REMODELLER OF HATS. "A Hat of Yesterday"—re-designed into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 57 W. 50th St., N.Y. Vol. 5-2090

MISCELLANEOUS

WANTED—Women with extensive following to sell exclusive line of French Lingerie direct from Paris manufacturer. Liberal Commission. For details phone or write to 147 W. 79 St., Apt. 15 B, N.Y. Su. 7-2613

MOURNING APPAREL

ARTHUR MULLEN, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 11th St., So. Norwalk, Conn., or 6427 So. Gramercy Place, Los Angeles, Cal.

PATTERNS

PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 393 Fifth Ave., cor. 31st St., New York. Bogardus 4-0142

PERSONAL SERVICE

CONSULTATIONS on your own individuality with wardrobe charts plotted. \$12. Costumes assembled at small service charge. Elizabeth Osborne, Inc., 41 Fifth Ave., N.Y.C. Office hours 9-12. Stuy. 4-4885

SANITARY EQUIPMENT

SAN CIRCLET. The perfect Sanitary Belt, no elastic, no pins, instantly adjusted, positively secure, wears longer, launders better, hand tailored French cut. 65c, 2 for \$1 postpaid. 704 N. 40 St., Philadelphia, Pa.

SHOES

SHOECRAFT SALON "fitting the narrow heel" in sizes 1-10 AAAA to D. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVEL of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Avenue, N.Y. Tel. Wisconsin 7-3288
MRS. SARAH BOOTH DARLING, Purchasing Agent. Accompanying out-of-town patrons. No charge. Send for magazine. Telephone Trafalgar 7-6450. 155 West 78th Street, New York City
GEORGETTE DUNBAR EVANS shops for or with you gratis. Shoppers' Magazine free. Purchasing Oriental & Hooked Rugs a specialty. Interior decorating. 28 East 70th St., N.Y.C. Butterfield 8-1242
"BEAUTIFUL THINGS I SEE"—Write for Free Pamphlet with list of bargains. Shops free for or with you saving time and money. Address Helen L. Richards, 452-5th Ave., New York
MRS. C. B. WILLIAMS, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating. 366 Fifth Ave., N.Y. Telephone Wisconsin 7-0885
AUDREY T. McALLISTER offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179
YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366-5th Ave., N.Y. Wisc. 7-1683

STATIONERY

PERSONAL STATIONERY. 100 envelopes and 200 sheets, exquisite bond paper, each with name and address in rich deep blue, \$1.00. Brookside Press, 146 Mt. Joy Place, New Rochelle, New York

SWIMMING SCHOOL

SWIM FOR HEALTH, GRACE, effective reducing methods. Exclusive pool, expert instruction. Send for Booklet. C. Mary Beaton School of Swimming, Barbizon Hotel, 140 East 63 St., N.Y. C.

TROUSSEAUX

PURPLE BOX, 11 East 55th Street, N.Y. Hand-made lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School)

WEARING APPAREL BOUGHT

MME. NAFTAL, 69 W. 45TH will purchase at highest prices your slightly used or misfit Street and Evening Gowns, Wraps, Furs, Diamonds, Jewelry, Silverware, Furniture, Rugs, Draperies, etc. **TELEPHONE BRYANT 9-6268** or 9-6269 for appointment. Special attention to out-of-town patrons. Est. 40 years. Write or call Mme. Naftal, 69 West 45th St., N.Y. C. Tel. Bryant 9-6268-9-6269

WEDDING STATIONERY

HAND ENGRAVED Wedding Announcements. 100 for \$13.50, correct in quality and every detail. 100 Calling Cards \$2.75. Write for samples. V. Ott Engraving Co., 1050 Chestnut Street, Phila., Pa.
ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

WEIGHT REDUCING

REDUCE POUNDS AND DIMENSIONS DAILY. For Hollywood figure read "Screenland" mailed on request. See stage and screen stars at O'Brien's Gym, 1658 B'way (51 St.), N.Y. Circle 7-9373-9361

A MANHATTAN SHOPPING TRIP FOR 2c

Many of the concerns listed in the Shoppers' and Buyers' Guide will send you a catalogue or booklet which fully describes their merchandise or service. All of them will be glad to have you write for information.

A stamp and one short note now may save you hours—even days—of that distracted hunting from place to place at the last minute. Easier that way, isn't it?

VOGUE'S SCHOOL AND CAMP DIRECTORY

GIRLS' SCHOOLS

GARDNER SCHOOL FOR GIRLS
11 East 51st Street, New York
A thorough school with delightful home life. Fireproof building. College preparatory, academic, secretarial and Junior College courses. Music, Riding, swimming, tennis.
75th year. Catalog. Miss Masland, Principal

SEMPEL SCHOOL

Resident and Day. Postgraduate. College Preparatory and Special Courses. Art, Music, Dramatic Art, Secretarial, Dom. Science, Country Estate for Outdoor Sports—Riding, 32nd Year. Mrs. T. Darrington Semple, Prin., 351 Riverside Drive, New York City

THE FINCH SCHOOL

Resident and Day School offering two-year elective Post Graduate Course to girls of college age. Affiliated School in Paris. Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City

THE LENOX SCHOOL

A Day School for Girls. Pre-primary through General and College Preparatory Courses. Modern fireproof building. Jessica G. Cosgrave, Olivia Green, Principals, 52 East 78th Street, New York City

SCOVILLE SCHOOL

College Preparatory. Secretarial, Music and Art Courses. Day and Resident Students. Elizabeth Gordon Atwood, Principals
Emmham Crane (Rh. 4-10207)
1006 Fifth Avenue, New York City

SCUDDER SCHOOL

For girls. Approved and chartered by Regents. High school and college preparatory. Secretarial and executive training. Social service course including supervised field work. Day and boarding. Catalog. Miss V. G. Scudder, 66 Fifth Ave., New York City

DONGAN HALL

Country School one hour from N. Y. City Overlooking N. Y. Harbor. College Preparation. General Course. Music, Art. Emma Barber Turnbach, Staten Island, N. Y.

Elm Lea

A school for older girls wishing intensive work in Drama, Voice and Speech, Playwriting, Poetry, Music, Painting, Modelling, History of Art, Eurhythm.

Limited group with work adapted to the needs of the individual student.

Sixteen weeks in the country
Sixteen weeks in New York City

Katherine Jewell Everts
Elizabeth Fay Whitney
Adele Lathrop

ELM LEA Putney, Vermont

The schools and camps advertised in this section will gladly send you their literature.

SCHOOLS & RESIDENCES**THE STUDY**

A SMALL RESIDENCE group of older girls wishing to continue their studies. Special emphasis on Literature, Travel, French and History, combined with vocational work to meet individual needs. Booklet. Anne Evelyn Boardman, 140 E. 63rd St., New York

CHAMBERLAYNE School and Residence

For girls of such maturity that strict discipline is unnecessary. Cultural and home-like background. Professional school affiliations. Miss Bertha Filkins, 178 Commonwealth Avenue, Boston, Mass.

STUDENT RESIDENCES**MRS. BOSWELL'S**

Fine clientele limited to twenty-five guests. Individual arrangements made to please patrons. Open all year. For information write or interview

Mrs. Henry Harrison Boswell
344-346 West 84th Street New York City

WRITE**TEASDALE RESIDENCE** FOR GIRL STUDENTS AND YOUNG WOMEN

about taking your daughter when she comes to New York City to study or for a social season.
326 W. 80th Street SUSequahanna 7-7858

Miss Ferguson's Residence

Affords a charming home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. French. Est. 1915. Open all year. Tel. SUSequahanna 7-7548. Catalog. 309 West 82nd Street, New York City

Miss Belden's Residence

A beautifully appointed modern home for girls studying in New York. Elevator Service. Chaperonage elective. Catalogue. SUSequahanna 7-7382.

465 West End Ave., New York

GIRLS' SCHOOLS



College for girls, in picturesque Westchester County—40 minutes from New York City—Beautiful well-equipped Academic Buildings and Resident Halls. Individual attention. Confers B.A., B.S., A.M. Degrees. Member of The Association of Colleges and of American Council on Education. Music, Art, Elocution, Pedagogy, Journalism, Domestic Science, Secretarial, Dramatics. Study and travel at Paris and Roman Branches, with full credit for courses.

Marymount School in Wilson Park, Tarrytown

Two Year Pre-Academic—College Preparatory—Two Year Finishing Course, with special advantages for cultural subjects.

Riding, Gymnasium, Stadium, Swimming Pool, Organized Sports, Games for all Departments.

Branches: Neuilly, Paris; Fifth Avenue, New York City

For catalogues and detailed information address the Reverend Mother

IMPORTANCE OF SCHOOL PERSONNEL

The mid-summer imminence of the school question leads us to reprint here, for your benefit, one of the most vital chapters in Vogue's Book of Private Schools, a copy of which is yours for the asking. The chapter begins with this quotation from Herbert Spencer:

"To prepare us for a complete living is the function which education has to discharge. In what way to utilize all those sources of happiness which nature supplies, how to use all our faculties to the greatest advantage of ourselves and others, how to live completely? . . . and this, being the great thing needful for us to learn, is, by consequence, the great thing which education has to teach." And the text:

"Nothing nobler could be said of a school than that it had prepared its students for 'complete living,' something much greater than getting along in life, or earning a great income.

The KNOX School for Girls
COOPERSTOWN • NEW YORK

A School of American Ideals in a Country of American Traditions

COLLEGE preparatory. Prepares for admission to college with advanced standing. Junior High—girls from 11 to 14. Music, Art, Secretarial Science, Household Arts. Exceptional health program includes all sports under skilled directors. Accredited by the Association of Secondary Schools and Colleges of the Middle Atlantic States and Maryland. For catalog, address

MRS. RUSSELL HOUGHTON
Box V Cooperstown, N. Y.



Box V

Cooperstown, N. Y.

The schools and camps will give special consideration to letters from readers who mention Vogue's name

The schools and camps will give special consideration to letters from readers who mention Vogue's name

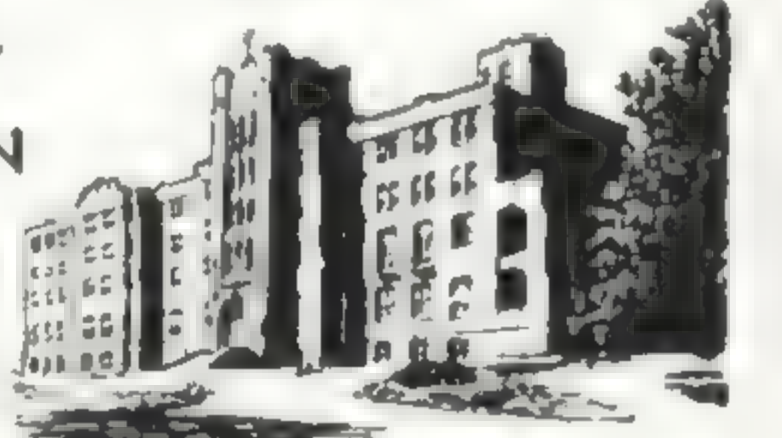
The schools and camps will give special consideration to letters from readers who mention Vogue's name

The schools and camps will give special consideration to letters from readers who mention Vogue's name

GIRLS' SCHOOLS

MT. ST. MARY
ON-THE-
HUDSON

Newburgh
New York



stresses character, health, spiritual and mental development. School registered by State. Modern fireproof buildings. Sixty-five acre campus overlooking Hudson. Athletic field, gymnasium. Illustrated Booklet. Sisters of St. Dominic

BRIARCLIFF

The fullest educational opportunities for girls in the environment of a beautiful home. General, College Preparatory, and Junior College Courses. Exceptional advantages in Music, Dramatics and Art. Household arts and secretarial courses. Riding, golf, swimming. Catalogue. Address Registrar, Briarcliff School, Box V, Briarcliff Manor, New York



The Mason Collegiate School for Girls

The Castle

Box 471, Tarrytown-on-Hudson, N.Y.

FINE traditions, high ideals, national patronage. Accredited member American Assn. Junior Colleges. Overlooks Hudson, 43 minutes from New York. Collegiate, College Preparatory, vocational courses. Art, Music, Dramatics, Athletics. Primary school. Catalog. MISS C. E. MASON, LL.M., President.

Cathedral School of Saint Mary

College Preparatory and General Courses. Right Reverend Ernest M. Stires, President of Board; Miriam A. Bytel, Principal. GARDEN CITY, Long Island, NEW YORK

**The Noble School**

Pre-kindergarten to high school. For girls 4 to 14. Care and protection of a well-ordered home. Healthful outdoor life. 38 miles from New York City. Well-equipped buildings. French, Art, Music. Catalog. Annie Ellis Roberts, Mt. Kisco, N. Y.

**ANDREBROOK**

A small unique school emphasizing contact with the cultural resources of New York. College preparation or special work. Foreign branch in Munich, Bavaria. Miss Lillian Clark Weaver, Tarrytown, New York

PUTNAM HALL COLLEGE PREPARATION FOR GIRLS. General course. Music, Art. Small classes. Experienced faculty. Graduates successful in 18 colleges and universities. Spacious buildings. Supervised athletics. Riding, tennis, swimming. Catalog. Ellen V. Bartlett, A. B., Prin., Poughkeepsie, N.Y.

**Saint Agnes School for Girls**

From Kindergarten through High School. College Preparatory, Music and Art Courses. Address Miss Blanche Pittman, M.A. 56 Elk Street Albany, New York

ST. JOHN BAPTIST SCHOOL for Girls

A Country Boarding School with Moderate Rates. Under the care of the Sisters of St. John Baptist (Episcopal Church). College Preparatory. Music, Art and General Courses. For Catalog Address The Sister Superior, Mendham, New Jersey

**MISS BEARD'S SCHOOL**

A COMPLETE EDUCATIONAL PROGRAM FOR GIRLS

ORANGE, N. J.

GIRLS' SCHOOLS

The Weylister

Two-year college and secretarial course for young women. Special one-year course. Emphasis on subjects which link up with the present day. Graduates fitted for management of own affairs, as well as for highest type of secretarial position. Intensive technical training for college graduates.

Cultured homelike atmosphere. Large campus. Organized athletics. Near New Haven. Booklet, Mrs. Marian W. Skinner, M.A., Miss Louise H. Scott, Box D, Milford, Connecticut

LARSON SCHOOL

One, two-year cultural secretarial courses for young women. Also intensive course for college graduates. New buildings with attractive residential quarters. On Lake Whitney. City and country advantages. Sports. National patronage. Est. 1911. Catalog, The President, New Haven, Conn.



HILLSIDE

For girls. College preparatory, one-year intensive review, general high school courses. Cultural-secretarial, music, art, dramatics, crafts. One hour from New York. Five residences assure association by age groups. Schoolhouse. Gymnasium. Emphasis on positive health. Outdoor sports. Riding. Founded 1883. Separate Junior School. For catalogs address Secretary, Hillside School, Box V, Norwalk, Connecticut.

THE GATEWAY A New England School for Girls

Thorough College Preparation. Intensive Preparation for Board Examinations. Music, Art, Secretarial Courses. Outdoor Sports. Riding. Alice E. Reynolds, 5 St. Ronan Terrace, New Haven, Conn.

LOW-HEYWOOD

Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

HOWE-MAROT

COLLEGE PREPARATORY For Leading Women's Colleges. Two year Marot Junior College College Course MARY L. MAROT, Principal, Thompson, Conn.

WYKEHAM RISE

Washington, Connecticut A COUNTRY SCHOOL FOR GIRLS College Preparatory and Special Courses Fanny E. Davies, L.L.A., Head Mistress

WALNUT HILL School for Girls

Preparation for all colleges. 50-acre campus. New gymnasium. 17 miles from Boston. Address Florence Bigelow, Principal, Box E, Natick, Mass.

WHITTIER A New England School for Girls College Preparatory and Junior School. One Year Review Course. Music, Physical Education. Outdoor Sports. 38th Year. Home and Tuition \$1000. Address: Mr. and Mrs. William C. Russell, Principals, Box V, Merrimac, Mass.

NORTHAMPTON SCHOOL FOR GIRLS

Regular preparatory course for Smith and other colleges. One year intensive course for high school graduates. Dorothy M. Bement, Sarah B. Whitaker, Principals, Box E, Northampton, Massachusetts

CHOATE SCHOOL

A country school in a model town. For girls: Boarding 11 to 19; Day 5 to 19 years. College Preparatory, General Courses. Outdoor life. Augusta Choate, Vassar, 1600 Beacon Street, Brookline, Mass.

MacDuffie



For forty-one years this New England School has successfully prepared girls for college. Special one-year college review. Music, art. Exceptional cultural course for girls not going to college. All sports. Friendly, progressive methods and ideal home life. Booklet, Dr. and Mrs. John MacDuffie, Prins., 172 Upper Central St., Springfield, Mass.

The MaryA Burnham

School for Girls. Opposite Smith College campus. Est. 1877. College Preparatory and Special courses. Also One Year Intensive College Preparation. Miss Climenta L. Judd, Prin. Box V, Northampton, Mass.

GIRLS' SCHOOLS

IN THE FOOTHILLS OF THE BERKSHIRES



College Preparatory, Special Academic, and Post-Graduate Courses. Studios for Music, Arts, and Dramatics. Mensendieck Physical Training since 1909. New fire-proof building especially designed for a limited enrollment of 48 pupils. 12 faculty in residence, with additional non-resident members for special subjects. Private stables. Opportunities for all sports on school property of 150 acres.

Descriptive literature on request

Stoneleigh-Prospect Hill School for Girls

Greenfield, Massachusetts

Founded 1869 as Prospect Hill

Isabel Cressler and Caroline Sumner, Principals

The richness of character which grows from this sort of teaching is a better asset than ordinary riches could be, and to find where it flourishes at its best is our constant endeavor.

"There are church schools, endowed schools, schools incorporated like business firms (but not for profit), and personally owned schools. But, no matter what the organization of the institution, its individuality will depend upon its chief executive. There must be a head. About this person revolves the world which your child enters when he or she leaves home.

"A school head should be a person of wide educational experience; his or her intellectual background should be one to make the possessor intelligent, progressive, sympathetic—an organizer and a leader. Such a character should have strong fundamental ideals—an assurance that the structure of the school will never waver. Upon the personality of this director the faculty depends. He or she will be surrounded

FOR GIRLS

Following classes are admitted:

Students preparing for college. (Certificate.) Final year students will be admitted.

Students desiring to complete high school. (Diploma.)

Students who have completed high school or secondary school work, and desire Junior College Courses. A diploma will be given any student taking any of our two year courses. With the exception of English and Literature, these courses are elective.

Opportunities of Boston in Music, Art, Historical associations: Voice, Piano, Violin, Harp, Organ, with eminent Boston masters.

Students attend Boston Historical churches. Christian Science students attend Mother Church every Sunday.

Outdoor sports. Horseback Riding (our own stables), Golf, Tennis, Field Sports, Winter Sports, Gymnasium, 45 by 90 ft. Swimming Pool. Finely equipped school—8 buildings.

Home Economics, Dramatic Art, Art, Complete Secretarial Courses, Business Problems, Junior College Courses. Some rooms with hot and cold water. Students for 1931-1932 are being accepted in order of application.

Special cars leave Chicago September 29th

Exceptional opportunities with a delightful home life 125 Bellevue St., Newton, Mass.

Mount Ida School and Junior College

6 MILES FROM BOSTON

Send for Catalogue

Abbot Academy

A sturdy New England school offering the best in educational environment and school atmosphere. College preparation and advanced courses. Art, music, literature, dramatics. Address: Bertha Bailey, Principal, Box G, Andover, Mass.

The ERSKINE SCHOOL

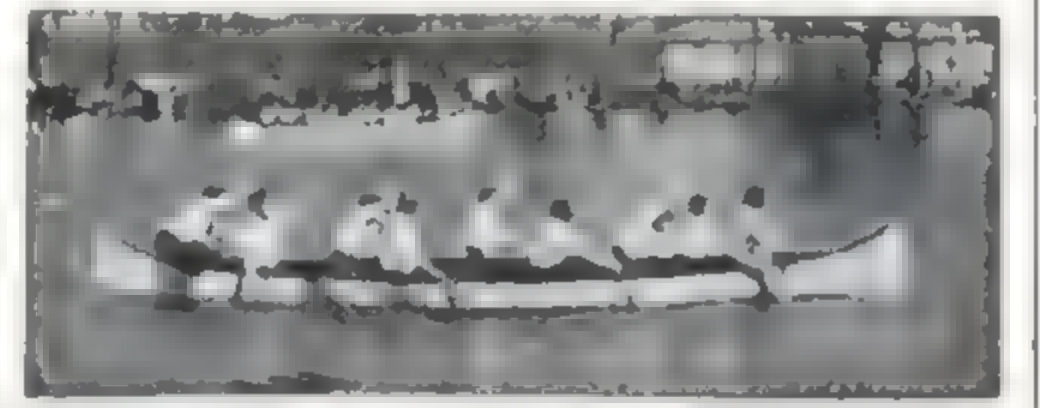
Advanced Academic Courses, College Faculty. Opportunity for special study in the Arts. For catalogue address the Director, Miss E. E. McClintock, 129 Beacon Street, Boston, Massachusetts.

GIRLS' SCHOOLS

Lasell Seminary

A Junior College for Young Women TEN miles from Boston. Two-year courses for high school graduates. Home Economics, Secretarial, College Preparatory, Art, Expression courses. Excellent Music. Sports. 30 acres. Delightful home life. Separate Junior School. Write for catalogs.

GUY M. WINSLOW, Ph.D., Prin. 126 Woodland Road Auburndale, Mass.



KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC Two-Year Course—First year six college subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instructors. Catalogue. Address: Dean New York Boston Providence 247 Park Ave. 90 Marlborough St. 155 Angell St. Day and Resident Schools in New York and Boston

BRADFORD JUNIOR COLLEGE

An Accredited Two-Year Liberal Arts College for Preparatory and High School Graduates. Excellent Courses, also, in Music, Art, Speech, and Home Economics. Junior College Member of the New England Association of Colleges and Secondary Schools. SENIOR PREPARATORY SCHOOL

A separate Two-Year School Preparatory to the Leading Colleges for Women and Bradford Junior College. KATHARINE M. DENWORTH, Ph.D., President, Box 60, Bradford, Massachusetts

BANCROFT SCHOOL FOR GIRLS

31st Year. Complete College Preparation. Individual Attention to carefully selected group in Boarding Department of Progressive Day School. Summer and Winter Sports; Dramatics, Arts, Music. Address Hope Fisher, Principal, Worcester, Massachusetts

Kendall Hall For Girls

Prides Crossing, Mass.-on-the-Seashore. Accredited. College Prep. without examinations. Jr. College. Music. Int. Dec. Secretarial. Beach. Riding. Catalog:—Box V.

GODDARD A GIRLS' SCHOOL IN VERMONT

College Preparatory, Secretarial Science, and Music Courses. Healthful Outdoor Life, Modern Dormitory, Moderate Tuition. Melita Knowles, Goddard School, Box 24, Barre, Vt.

OAK GROVE A QUAKER SCHOOL FOR GIRLS

Emphasizes College Preparation, Music, Art, Expression, Physical Education. Joyous Outdoor Life Among Maine Hills Box 121 Vassalboro, Maine

Westbrook Seminary and Junior College—1831-1931

Thoroughly prepares young women for college and life. Special courses. Sports. Catalog. Agnes M. Safford, Prin., Maud P. Thayer, Dean, Box V, Portland, Maine.

HOUSE IN THE PINES

A Country School near Boston. Thorough College Preparation. Two Year Graduate Course. Also Secretarial Courses. New Art Studio. French House. Household Arts. Music. Fine Riding Horses.

THE HEDGES

A Separate School for Girls of Junior High School Age. Wholesome Life of Study and Play. Modern Progressive Methods.

Miss Gertrude E. Cornish, Principal 40 Pine Street Norton, Massachusetts

HOWARD SEMINARY FOR GIRLS

Where New England Traditions Count. College preparation. Accredited. Jr. College. Home Ec. Secretarial. All Sports. Music. Art. Expression. Aviation. Endowed. Lynn H. Harris, Ph.D., (Yale), President Box 17 W. Bridgewater, Mass. Near Boston

PINE MANOR A JUNIOR COLLEGE

For the Graduates of the Leading Preparatory Schools Home-Making and Academic Courses. French Home Center Music and Drama School Address: MISS HELEN TEMPLE COOKE Box C, Wellesley, Mass.

GIRLS' SCHOOLS

Rogers Hall



TRADITIONS of historic New England surround girls living in small groups of a happy home. Genuine interest in individual's problems. Modern educational methods. College preparatory, Junior College courses. One-year intensive review. Music, art, dramatic art, home economics, secretarial training. 26 miles from Boston. Gymnasium, pool. Sports. Catalog.

Miss Olive Sewall Parsons, Fort Hill Park, Lowell, Mass.

CRESTALBAN Country school for girls 6-14

Small enrollment, carefully selected. Home training and care. 200 acres in healthful Berkshires. Pittsfield 15 min. Outdoor classes, open air sleeping porches. Supervised sports, riding. Booklet. Miss Margery Whiting, Prin., Box A, Berkshire, Mass.

Penn Hall for GIRLS

Accredited. College Preparatory school. Junior College. All Special courses. Conservatory. Part of May at Ocean City. Sports. Riding. Fireproof buildings. Connecting baths. Catalog: Box V, Chambersburg, Pa.

D)

RYDAL HALL
A SCHOOL FOR YOUNGER GIRLS

Junior Department of the Ogontz School

Carefully balanced study and play for little girls 7-14. Ideals of modern education. Country campus. Well-equipped building. French. Supervised music practice. Personal care. Near Philadelphia. Catalog.

ABBY A. SUTHERLAND, Ogontz School P.O., Pa.



OGONTZ SCHOOL FOR GIRLS near PHILADELPHIA

TRADITIONAL grace of finishing school with educational thoroughness. Junior college. General courses. College preparation. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

COLLEGE PREPARATORY, general, post-graduate courses for girls. Music, Art, Domestic Science, Secretarial. Intensive work. Small classes. Every sport. College Board Examinations given at the school.

Miss Callie Barksdale Gaines, A.M., Principal
Box 700 Hollidaysburg, Pa.

HIGHLAND
HALLHAPPINESS
THE WINGS OF WORK

FRESH and vigorous she comes—the girl at Birmingham—to hours of absorbing study. In spacious ground among the healthful Allegheny hills, she rides and skis, plays hockey, and hikes through the woods. In class her eager mind responds to cultured, individual guidance. Sparkling hours of music, dramatics and gracious social contacts add richness to her life at school.

College preparatory and general courses. Certificate privileges. Music, art, home economics, interior decorating. Modern, attractive rooms with connecting baths. New gymnasium and swimming pool. On main line of Penna. R. R. Established 1853. Catalog on request.

ALVAN R. GRIER, Litt.D., President, Box 67, BIRMINGHAM, PA.

Birmingham
SCHOOL FOR GIRLS BIRMINGHAM, PA.

GIRLS' SCHOOLS

CAST FOR A
LEADING ROLE

WHEREVER later years may find her, the Wild-cliff girl is invariably outstanding . . . a leader because of her keen mind, her poise, her enthusiasm. Daily contacts with girls of fine caliber, stimulating courses taught by alert college women who are constantly studying and traveling, the cultural advantages of nearby Philadelphia, are broadening and strengthening influences.

Two years in music, art, homemaking, and selective college subjects. Complete theater workshop with courses in stage design, production of plays, diction, etc. Strong secretarial course. Acknowledged high standards, superior equipment. Riding, golf, hockey, swimming. Write for the catalog.

MR. and Mrs. H. M. CRIST, Principals

WILDCLIFF GRADUATE SCHOOL OF
THE MARY LYON SCHOOL
Box 1509 SWARTHMORE, PA.

GIRLS' SCHOOLS

GIRLS' SCHOOLS



HARCUM

Ten miles from Philadelphia. Beautifully located near Bryn Mawr College

College preparatory, academic courses. One year intensive review. Small classes. Certificate privileges. Graduates in 16 leading colleges.

Graduate School in separate building offers two years of Junior College work. Special advantages in music and art. Secretarial, dramatics, dancing.

Stone buildings, large sunny bedrooms with connecting baths. All outdoor sports, riding. Catalog.

EDITH HARCUM, B.L., Head of School
Box V Bryn Mawr, Pa.

Garrison Forest

Modern well-equipped school for girls. In the Green Spring Valley near Baltimore. College Preparatory. General Courses and Junior School. Art, Music, Hockey, Riding. Catalogue. Jean G. Marshall and Nancy Offutt, Principals, Box V, Garrison, Md.

DISTINCTLY COLLEGE PREPARATORY
ROBERTS-BEACH

Excellent record with leading women's colleges. Stimulating contacts with teachers of experience. LUCY ROBERTS, Ph.D.; SARAH BEACH, Ph.D., Heads of School. Catalog: Box 40, Catonsville, Md.

Maryland College

For Women. Cultural and Practical Courses. Degrees. 6 buildings. Connecting baths. Suburban to Baltimore. Catalog: President, Lutherville, Md.

CHATHAM HALL

In Southern Virginia. Episcopal. Preparation for all Colleges. General, advanced and special courses. 175 acre estate. Year-round outdoor life. Golf. Riding. Swimming Pool. Catalog. Edmund J. Lee, D.D., Box V, Chatham, Va.

Fairfax Hall

FOR GIRLS. In the foothills of the Blue Ridge Mountains. College preparatory, one-year college, elective courses. Attractive buildings on 50-acre campus. Outdoor, indoor pools. Riding, tennis, golf, hockey. Tuition \$750. Catalog.

John Noble Maxwell, President
Box B, Park Station, Waynesboro, Va.



The famous open-air pool—Lithia spring water

RADFORD
SCHOOL FOR GIRLS

FORMERLY EL PASO SCHOOL FOR GIRLS. Thorough college preparation. Accredited. Delightful climate permits outdoor work and play most of year. Riding, sports. Extensive grounds. Limited enrolment. Write for catalog.

Lucinda de L. Templin, Ph.D., Principal, 4707 Austin Terrace, El Paso, Texas.

Ward-Belmont
FOR GIRLS AND YOUNG WOMEN

A fully accredited school offering 4 years preparatory—2 years college work. Music, Art, Expression, Physical Training and Secretarial. All leading sports. References required. Write for "The Illustrated Story of Ward-Belmont." BOX 705 NASHVILLE, TENN.

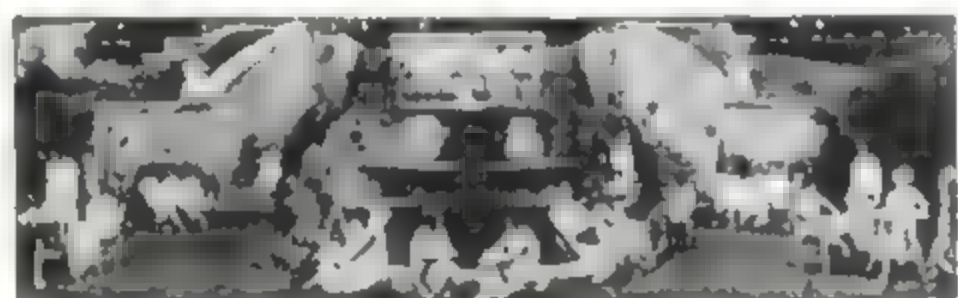
WARRENTON COUNTRY SCHOOL, in the Piedmont Valley, forty miles southwest of Washington. College Preparatory and Cultural Courses. French the language of the house. Superior advantages in music. Separate cottage for younger girls. Riding, sports. The school is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. It offers a fixed rate.

MLLE. LEA M. BOULIGNY, Prin., Box 18, Warrenton, Va.

Warrenton Country School



GIRLS' SCHOOLS

Martha Washington
Seminary

JUNIOR College for Young Women. Beautifully located in National Capital on "Avenue of Presidents." Courses in Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School subjects, Sports, Sight-seeing. Secretary, Box V, 3640 16th St., N.W., Washington, D. C.

Arlington Hall
A Junior College for Girls

100-acre park of woodland and meadow. High School, Junior College, Music, Art, Dramatics, Home Economics, Secretarial, Swimming, riding, tennis. Catalog W. E. Martin, Ph.D., President, Penna. Ave. Station, Box 818-V, Washington, D.C.

Two Years in Washington

at an Accredited Junior College give a girl a distinctive background and a sound education. Recommended graduates are accredited to the junior class at leading universities. Also Senior Preparatory School division

Chevy Chase

Theodore H. Wilson, Box V, Washington, D.C.

FAIRMONT

33rd Year. College Preparation, Eight 2-Year Junior College diploma courses. Educational advantages of National Capital. Address Principal, 1703 Massachusetts Avenue, Washington, D. C.

Misses Stone's School

College Preparatory, General Academic. Small Classes: Personal Supervision. Grades 7 to 12. Additional year of elective studies. Isabelle Stone, Ph.D., Principal 1626 Rhode Island Ave., N.W. Washington, D.C.

GUNSTON HALL

1914 Florida Avenue, Washington, D. C. FOR GIRLS. Academic, Collegiate Departments. Music, Art, Expression, Home Economics, Secretarial. Est. 1892. Mary L. Gildersleeve, Mary B. Kerr, M.A., Principals, Richard N. Mason, Bus. Mgr.

ACCREDITED college preparatory, general academic, post-graduate courses. Junior high school. Music, dramatics, interior decoration. Italian buildings in heart of orange groves among foothills of Sierras. Cultural advantages of Los Angeles. Student government teaches responsibility. Healthful outdoor life in California sunshine. Polo, hockey, tennis. 40th year. Catalog. Carol Mills, Prin., Box 15, Glendora, Cal.

Girls' Collegiate School

WESTLAKE SCHOOL for GIRLS Accredited College Preparation, Jr. College, Lower School, Music, Art, Expression, Home Economics, Sports, Jessica S. Vance, Frederica de Laguna, 729 N. Faring Rd., Los Angeles, Cal.

THE BISHOP'S SCHOOL

Upon Scripps Foundation. Boarding and day, for girls. Intermediate Grades. Prepares for Eastern Colleges. Caroline Seeley Cummins, M.A., Vassar, Headmistress. The Rt. Rev. W. Bertrand Stevens, President, Board of Trustees. Box 12, La Jolla, California.

The ANNA HEAD School for Girls College Preparatory and General Courses. Accredited. Post Graduate Department. Lower School. Outdoor life the year round. Tennis, Swimming, Golf. Miss Mary E. Wilson, Prin., 2532 Channing Way, Berkeley, California

San Luis Open Air School

PROGRESSIVE school for girls in dry, invigorating climate. Sunbathing. Open air classes and outdoor sports all winter. Horseback riding. College preparatory, cultural courses. Art, Music, Crafts. Ages 5-18. Catalogue. Box A, Colorado Springs, Colo.

BROWN MOORE at SANTA FE

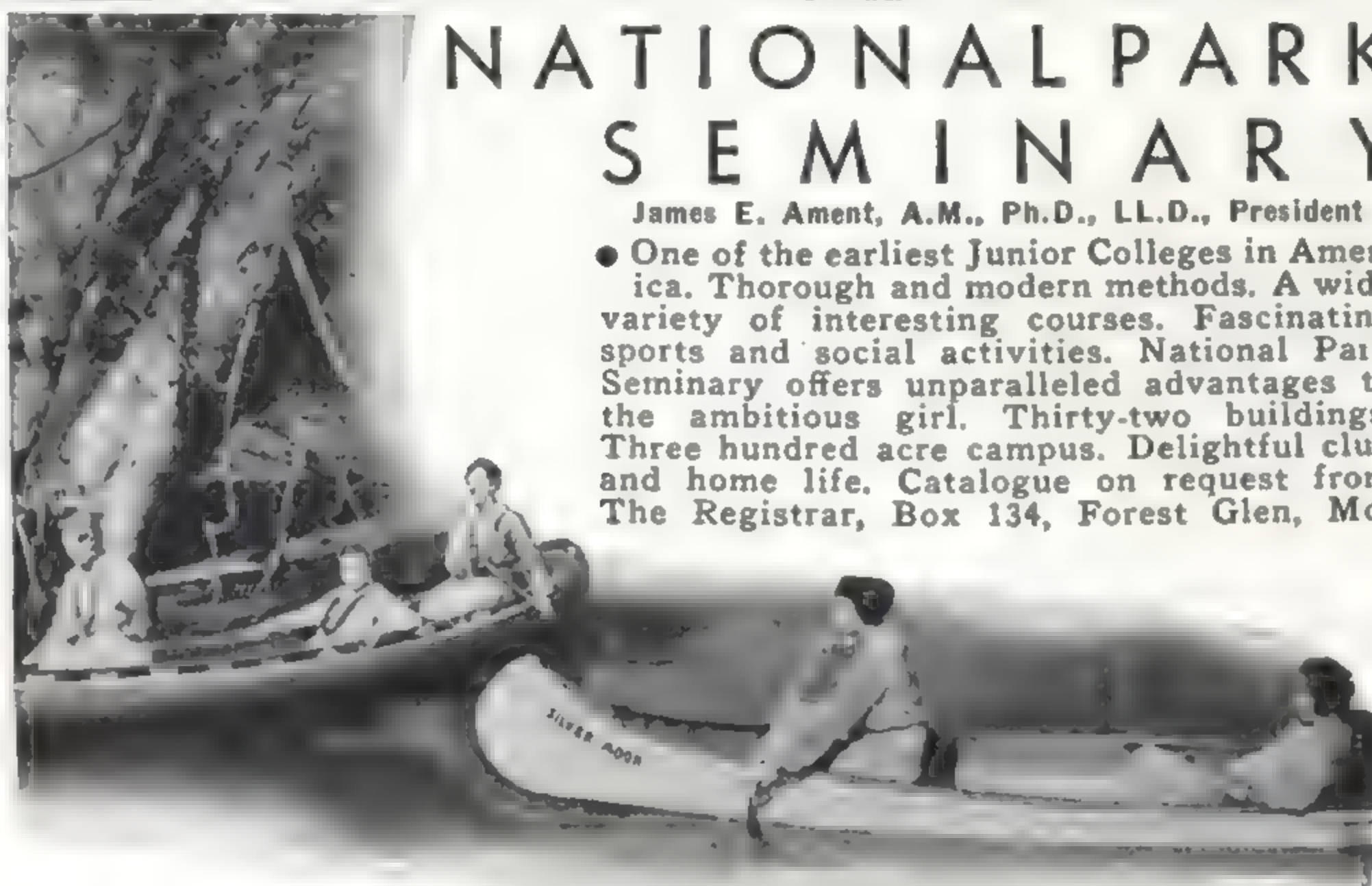
Ranch School for Girls 6 to 18. Preparation for college in invigorating climate. Riding, Golf and Tennis. Week-end pack trips. Moderate tuition. Catalogue. Justine A. Brown and Mary A. Moore, Directors, Santa Fe, New Mexico.

GIRLS' SCHOOLS

NATIONAL PARK
SEMINARY

James E. Ament, A.M., Ph.D., LL.D., President

• One of the earliest Junior Colleges in America. Thorough and modern methods. A wide variety of interesting courses. Fascinating sports and social activities. National Park Seminary offers unparalleled advantages to the ambitious girl. Thirty-two buildings. Three hundred acre campus. Delightful club and home life. Catalogue on request from The Registrar, Box 134, Forest Glen, Md.



On the Canoeing Course

KING-SMITH STUDIO-SCHOOL

MUSIC • DANCING • DRAMATICS • LANGUAGES • LITERATURE • ART
A Residential School

for Cultural and Professional Study

(Catalog: Mr. & Mrs. August King-Smith
1755 New Hampshire Ave., Washington, D. C.) • PARIS

a child leaving a well-ordered home for a well-directed school will find additional happiness because of a greater number of congenial companions, a wider scope for his activities, and sympathetic guidance from his elders.

"This interesting company of people—headmaster (or mistress), faculty and students—must have a place to live in, to work in, also the wherewithal for work. So the equipment of the school is most important. It must be safe from the elements. The material of which it is built—stone, brick or wood—makes little difference so long as the construction is sound; but that it should be kept in good repair is, of course, essential. A country school should be in a restricted section and should have easy access to its athletic fields.

CHILDREN'S SCHOOL

CHILDREN'S SCHOOL

ANNOUNCING

Overlook School

PENT-HOUSE SCHOOL for YOUNG CHILDREN IN NEW YORK CITY

MADISON AVENUE AT NINETY-SIXTH STREET

• A child's world overlooking the East River, and the Hudson River, twenty stories above the tumult of adult city life, for boys and girls from one to eight years of age, with the maximum of sunshine and fresh air for both study and play. An all-day school—from nine to four—Saturday included—with mid-day meal prepared by expert dietician. Physician and graduate nurse in attendance. A scheduled daily program of study, play and rest. Activities include music, dancing, art, dramatics, athletics, fencing, swimming, riding, boxing, archery, and gardening. Perfect English and French diction stressed. A zoo, museum, and theatre on the premises. Arithmetic correlated with the sciences—astronomy, manual training, printing, domestic science. American and foreign university graduates on the Faculty. Native French teachers. School term, October 5, 1931, to June 4, 1932. Branch School in Palm Beach, January to March. A descriptive brochure upon request to the Registrar, 49 East 96th Street, New York City.

ADVISORY
BOARD

Dr. James Hoyt Kerley
Dr. William T. Hornaday
Grace R. Jackson
Annett Wolter
Percival Vivian

Dr. Howard Giles
Prof. André C. Daudet
Ellen Eddy Shaw
Anna Curtis Chandler
A. Adolph Zeltner

GIRLS' SCHOOLS

GIRLS' SCHOOLS

LINDENWOOD COLLEGE

50 minutes from St. Louis

Leading college for women in the Southwest. Thorough scholarship. Standard four-year college with degree or Junior College, as desired. Journalism, home economics, secretarialship and physical education. Special opportunities in music and art. 138 acres overlooking Missouri river. Golf, swimming, 105th year. Member of the American Association of University Women.

Write for the catalog

John L. Roemer, D.D., President
Box 431 St. Charles, Mo.

FERRY HALL

An outstanding Junior College and High School for Girls. Recommended by colleges everywhere. Influential alumnae. New Buildings. Address Miss Eloise R. Tremain, Box 40, Lake Forest, Ill.

STARRETT SCHOOL FOR GIRLS

48th year. Academic College Preparatory. Junior College and Special Courses. Music Conservatory. Fully accredited. Fall Term starts Sept. 16. Free Catalog and Book of Views. Box 20 4515 Drexel Boulevard, Chicago

MONTICELLO

Accredited Preparatory, H. S. and Junior College. Music, Art, Dramatics. Physical Ed., Home Ec., Secretarial. Catalog: Harriet Rice Congdon, Box V, Godfrey, Ill.

HOMEMAKING

HOME MAKING
Department

TAKE CARE of a real baby—plan meals and budgets—market and cook—all in two attractive, specially equipped practice houses, home management department of a distinguished Junior College and college preparatory school. Servant problems, entertaining, Sewing, interior decorating.

ABBY A. SUTHERLAND, Prin., Ogontz School P.O., Pa.

OGONTZ SCHOOL

GARLAND SCHOOL OF HOMEMAKING

CULTURAL and practical training for home and vocational life. One and two-year courses. 409 Commonwealth Ave., Boston, Mass.

CHILDREN'S SCHOOLS



OUT-OF-DOOR SCHOOL Sunshine and swimming all the year. Day and Boarding departments. Progressive methods. Tutoring for tourist pupils.

Sarasota, Florida

BIRCH WATHEN SCHOOL

NEW YORK CITY

Co-educational day school, Pre-school: elementary; high school 149 West 93rd Street Tel. Riverside 9-0314

Miss Macfarlane's
CLASSES FOR YOUNG CHILDREN
Nursery, Pre-Primary and Primary
158 East Fifty-Sixth Street
Plaza 3-0278 New York

ST. ELIZABETH OF-THE-ROSES

A Mother School Episcopal. Open all year. Children 3 to 13. One hour from New York. Usual studies. Outdoor sports. Summer Camp, Stamford 4101. Mrs. W. B. Stoddard, Shippan Point, Stamford, Conn. "The School That Develops Initiative."

CO-EDUCATIONAL

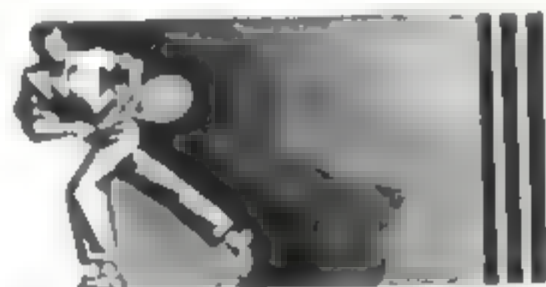
Carmel Valley Ranch School

Carmel, California

An Eastern Preparatory School on a Western Ranch for sixteen boys and girls ten to fifteen years of age. Mild sunny climate. Each student has own horse. Outdoor sketching, French conversation, Music, Booklet.

HELEN L. LISLE, B.S., Radcliffe and Columbia

MILITARY SCHOOLS



To create an environment conducive to straight-forward thinking is the purpose of Castle Heights Military Academy. Our competent staff of instructors, our \$500,000 plant, and our 240 acre campus with facilities for every sport, place this school among the finest in the nation for boys. Interested parents are invited to investigate our reputation, and send for our free illustrated catalog giving the complete story of Castle Heights' activities, and management. Address Col. H. L. Armstrong, Box V-7, Lebanon, Tenn.

CASTLE HEIGHTS MILITARY ACADEMY

MANLIUS

"62 years of achievement"

SUCCESSFULLY combines college preparation, supervised athletics and military training. Gymnasium, swimming pool. C.E.B. examination center. Write for The Manlius Book.

COL. GUIDO F. VERRECK, Supt. Box 136 Manlius, New York

St. John's School

Prepares boys for college and business. Accredited. Military Training. Supervised study and athletics. Separate school for boys under 13. WILLIAM ADDISON RANNEY, Box 203, OSSINING-ON-HUDSON, N. Y.

FREEHOLD MILITARY SCHOOL

The School with the Personal Touch Boys 6-15. Modified military system stressing obedience, self-reliance. Supervised study and play. Maj. C. M. Duncan, Prin., Box 791, Freehold, N.J.

WENTWORTH

Military Academy and Junior College 50th Anniversary. Accredited. 43 miles from Kansas City. "In the Heart of America" Col. S. Sellers, 571 Washington Pl., Lexington, Mo.

VALLEY FORGE MILITARY ACADEMY

At the Nation's Shrine

15 miles from Philadelphia on Lincoln Highway. Connecting shower baths, 8 modern buildings and all tile swimming pool. Cavalry drill. R. O. T. C. Thorough preparation for college or business. All major sports. Here at Valley Forge your boy's mind and body will be sanely developed. NO EXTRAS.

For catalog address Principal, Wayne, Pa.



BOYS' SCHOOLS

MIAMI SCHOOL

Boys thrive here. No winter ill. Best health record. Sunshine highest in ultra-violet. Outdoor air 24 hours daily. Physical programs varied to needs. Florida outdoor sports. Accredited. Northern school standards. Catalogue. Pres. J. R. WILLIAMS, CORAL GABLES, MIAMI, FLORIDA

CHESTNUT HILL

Careful preparation for college under experienced masters. Supervised athletics. Boarding, country day, also, 6-day boarders. Gilbert H. Fall, Chestnut Hill, Penna.

Prepares boys thoroughly for College Entrance Board Examinations. Graduates successful in all leading colleges. Six Forms, including two grammar grades. Boys from 30 states. Athletics for every boy. Rowing. Gymnasium, swimming pool and 9-hole golf course. 150-acre campus. New dormitory for younger boys. 9 miles from Princeton. Summer session July 20 to Sept. 5. 66th year. ROGER W. SWETLAND, LL.D., Headmaster. Box 7V, Hightstown, N.J.

PEDDIE

AN ENDOWED SCHOOL FOR BOYS

MILITARY SCHOOLS



St. John's Military Academy

EPISCOPAL THE AMERICAN RUGBY TRAINED muscles! Endurance to stand the hardest race! Instant obedience to command. The will to win. St. John's instills these qualities. For here education means more than text-books. It means the development of alert, well-balanced minds. It means character in which self-control, honor, leadership and manliness are outstanding. Thorough preparation for college or business under men who know boys. Catalog. Address 971 De Koven Hall, Delafield, Waukesha Co., Wis.

ACADEMIC STANDARDS PLUS MILITARY TRAINING

Did you know that the modern military school of recognized standing seldom devotes more than two to four hours a day to actual military features? And that only a small percentage of military school graduates follow military careers?

However, there are very definite reasons for the American military schools' century of success in training youth for the battle of life. The habits of self-reliance, self-control and self-reverence which flow from the military principle give a boy a definite margin of advantage in college and in life. The world has never had enough men who possess health, courage, initiative, loyalty, system, punctuality . . . always at a premium in any business or profession.

The military schools advertising in Vogue keep fully abreast of non-military schools in academic standards, faculty, equipment, social tradition. They will be glad to send you their literature, or we will be glad to send you, gratis, Vogue's Book of Private Schools, which has a section on Military Schools. Address: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York City.

BOYS' SCHOOLS

PREPARES 40 boys thoroughly for all colleges and universities. Outdoor ranch life. A horse for each boy. Small classes. Individual tutoring. Athletics. Christian influence. Catalog. JULIAN S. BRYAN, Eastern Director 70 East 15th Street, New York City

VALLEY RANCH SCHOOL

VALLEY WYOMING

MESA RANCH

School for Boys

College preparation adapted to individual's need. Instructor to every five boys. Boys own horses. Athletics. Swimming pool. Trips. Summer camps. L. F. Brady, J. B. Field, Booklet. Box V, Mesa, Ariz.



PALO VERDE Ranch School

For young boys. Grammar and 1st two years of High School. Instructor to every five boys. Modern buildings. Riding. Swimming. Tennis. Camping. Trips. James S. Hutchinson, Box V, Mesa, Arizona.

LAKE FOREST

Leading Non-Military College Preparatory School for boys in the Middle West. Revolutionary new plan of education attracts nation-wide attention. John Wayne Richards, Headmaster, Box 150, Lake Forest, Ill.

MILITARY SCHOOLS

MILITARY SCHOOLS



STAUNTON MILITARY ACADEMY

The typical Staunton record of 286 graduates doing successful work at 88 colleges and universities points to superior academic training. Staunton as a military school is unexcelled, but its nation-wide reputation does not rest solely on this fact. The excellent physical and military régime is designed only to supplement the academic aim. In this Staunton has ever been consistent with the purpose for which this school was founded—successful preparation for college. Healthful, beautiful location in Shenandoah Valley. Alt. 1600 ft. Individual attention. Tutorial system. Fire-proof equipment. Five gymnasiums, three football fields, twelve tennis courts, swimming pool. Write for catalog.

COL. THOS. H. RUSSELL, B.S., LL.D., Pres. Box V Staunton, Virginia

FISHBURNE

In the Shenandoah Highlands. Successful preparation for college and business. All sports. Swimming pool. Illustrated Catalog. Col. M. H. Hudgins, Box V, Waynesboro, Va.

NORTHWESTERN Military and Naval Academy

Enrollment 190. Vacancies for fall term limited to 2 in third year, 6 in second year, 17 in first year high school classes. Evidence of good moral character and scholastic ability required. Col. R. P. Davidson, Lake Geneva, Wisconsin.



Nationally recognized for progressive educational methods and stalwart character training. 355 Pershing Place, Culver, Indiana.

KEMPER MILITARY SCHOOL

High School and Junior College. Small classes. \$200,000 gymnasium. Swimming pool. Sports for all. Marksmanship. 86 acres. 87th year. Catalog. Col. T. A. Johnston, 471 Third St., Boonville, Mo.

SHATTUCK SCHOOL

FOR BOYS • MILITARY

71st year . . . For catalog address BOX E, FARIBAULT, MINNESOTA

BOYS' SCHOOLS

For Young Boys

Successful scholastic program fitting boys 8-15 for St. Paul's, Kent, and similar outstanding preparatory schools. Country day school with accommodations for a few selected boarders. Small classes. Homelike care. Catalog. V. Willoughby Barrett, Headmaster, Box V, Tarrytown, New York.

Repton School

KOHUT

A Boarding School for boys emphasizing character building, sound scholarship, physical development. 24th year. On Post Road, 22 miles from N. Y. City. Address H. J. Kugel, Prin., Harrison (Westchester Co.), N. Y.

IRVING SCHOOL

AN ACCREDITED boys' school 25 miles from New York in the historic Hudson Valley. Four-year preparatory and two-year junior course. Character, culture, and scholarship developed in Christian home atmosphere. Enrollment limit of 150 enables personal study of individual. Long record of success in College Entrance Board Examinations. 95th year. Modern equipment. Excellent athletic facilities.

Rev. John M. Furman, L.H.D., Headmaster. Box 930, Tarrytown-on-Hudson, New York.



The schools and camps will give special consideration to letters from readers who mention Vogue's name

BOYS' SCHOOLS

the
Brown School of Tutoring
38 West 69th Street
New York City
Founded 1906
School Year and Summer Sessions
Address: Frederic L. Brown, Principal

Collegiate School

College Preparatory school for boys. Twelve year course completed in 11 years. Small classes. Experienced teachers. Music, gymnasium, afternoon program, manual training. Est. 1633. Catalogue V. C. B. BOOCOCK, Headmaster, 241 W. 77th St., N.Y.C.

THE HUN SCHOOL

Successful preparation for all colleges
National patronage. Boys directed by faculty of ability and wide experience. All athletics. Separate Junior School. Catalog.
JOHN G. HUN, Ph.D., 103 Stockton St.
Princeton, N. J.

BLAIR ACADEMY

A School for 300 Boys

Beautiful Location 65 Miles from New York. Graduates in Leading Eastern Colleges. Thorough Preparation for College Board Examinations and Certificates.

Excellent Equipment. 310 Acres. Gymnasium. Pool. Athletics for all Boys. Golf Course.
For Catalog Address The Headmaster
Charles H. Breed, Ed.D., Box K, Blairtown, N.J.

KINGSLEY SCHOOL

For boys. College preparatory. Junior school with distinctive home life. Day and boarding. Individual attention in small classes. Near Montclair, 22 miles from New York City. All athletics, every boy participating—competent coaches. Summer camp in Maine. Catalog.
HEADMASTER, Box V, Essex Fells, N. J.

SOMERSET HILLS

Where the problems of the growing boy are dealt with sympathetically. Horsemanship and Polo.
For information address
Rev. James H. S. Fair, Box V, Far Hills, N. J.

If You Have A Boy To Educate WILBRAHAM

An old but progressive New England Academy requests your investigation. Upper School, boys 14 to 20—Rate \$1050. Lower School, boys 9 to 14—Rate \$1200.
Ralph E. Peck, Pd.D., Box V, Wilbraham, Mass.

Worcester Academy

Headmaster SAMUEL F. HOLMES, Registrar GEORGE D. CHURCH, WORCESTER, MASSACHUSETTS

NORTHSIDE SCHOOL

In the Berkshire Hills
College preparation. Twenty-five boys. Small classes, insuring the advantages of individual instruction.
Charles B. Green, Headmaster
Box A Williamstown, Mass.

MR. LANGER'S SCHOOL FOR BOYS

For 15 boys of normal mentality who encounter adjustment difficulties in regular school and require individual work. Trained psychologist. Beautiful grounds. All sports. All-year school. Formerly Rocky Mt. Ranch. Write Walter V. Langer, A.M., Harvard, Islington Manor, Auburndale, Mass.

WASSOKEAG SCHOOL

One teacher for every 3 students. Prepare more thoroughly. 100% college entrance record. Send for literature describing The Wassokeag Method.
Lloyd Harvey Hatch, Headmaster, Dexter, Maine

EMERSON FOR BOYS

Prepares for Exeter and other leading schools. Close comradeship of masters with boys.
MRS. GEORGE W. EMERSON, Box 875
EXETER • NEW HAMPSHIRE

CLARK SCHOOL HANOVER, N.H.

Prepares for Dartmouth and other colleges. Certificate of Privilege
Also Special Two-Year Preparatory Course

TILTON PREPARES BOYS FOR COLLEGE

Courses one to nine years. In foothills of White Mountains. Homelike. All sports. Separate lower school. Endowed. Moderate rates. 86th year. Catalog.
T. W. Watkins, Headmaster, Box H, Tilton, N.H.

TUTORING**PRIVATE TUTOR**

Elementary and High School Branches. Modern and Classical Languages. Endorsed by leading schools.
MRS. H. D. ROBERTS
425 East 86th St. New York City
Telephone 8Acramento 2-5711

BOYS' SCHOOLS

MILFORD

By Examination or Certificate

Where the needs of each boy are analyzed and met.

Small classes supplemented by individual instruction when necessary. Graduates ready for college work. Wholesome atmosphere. All desirable social and athletic activities. Summer session begins July 27th and continues for eight weeks. All subjects for September college entrance examinations, both preliminary and final, covered in review. For catalogue or information address:

Laurence W. Gregory, Headmaster

MILFORD, CONNECTICUT

BOYS' SCHOOLS

THE "TUTORIAL" METHOD OF TEACHING

Is there such a thing as an "average" student? Is not every boy an individual with his own speed of learning, his own way of thinking, and unique potential capacities? The pre-college years are critical ones, a time of self-discovery and of acquiring the knowledge of HOW TO STUDY.

Developing each boy as an individual is the basis of the "tutorial" method of teaching used in many of the preparatory schools. It is not a system of "cramming" but rather provides:

Small classes to insure close contact between masters and boys, so that a master can study each boy as an individual, can realize the play of his mind and can help him over his difficulties. Small classes insure concentration as each boy is called upon to recite frequently.

Flexibility of organization to allow each boy to be placed in classes whose learning pace is similar to his. If it is found that one boy in a class is progressing more rapidly than others, he is transferred into a more advanced class, thus saving time and using all of his ability.

Healthful activity through athletics.

Self-expression and discipline through guidance rather than rules. Development of the unique features of a boy's personality by encouraging him in those fields in which he is strong.

For further information about individual methods, write to the schools on this page or bring the problem of your boy to Vogue's School Bureau, 1928 Graybar Bldg., Lexington at 43d St., New York.

Westminster School

Limited to 60 boys in Junior School, 100 boys in Senior School. Preparatory to leading universities. Fourteen miles from Hartford. Head Master, Raymond Richards McOrmond, Simsbury, Connecticut

ROXBURY

Complete attention to the needs of the individual boy, insures a thorough College Preparation.
A. V. Sheriff, Headmaster, Cheshire, Conn.

CURTIS FOR BOYS

THOROUGH elementary training in atmosphere of cultured New England home. Small classes. Curtis plan develops initiative. 50 acres in Berkshire foothills. Winter sports. 56th year. Catalog.
Head Master, Box V, Brookfield Center, Conn.

DONALDSON

An Episcopal School near Baltimore and Washington. Preparation for college. Boys 10-18. New fireproof dormitory. 180 acres. Headmaster, Richard W. Bomberger, M.A., Box 36, Hchester, Md.

TOURS ABROAD**European Travel School for Girls**

Your daughter's finishing year abroad. October to May. Travel, study and social opportunities combined. Holidays at St. Moritz and Cannes.

LILLIAS S. BILL

Suite 313, 350 Madison Ave., New York, or Suite 2214, 230 North Michigan Ave., Chicago.

THE DUBLE TRAVEL SCHOOL

ATHENS TO LONDON. FEBRUARY—JUNE
A course of study for girls who have graduated from American Schools. For information, terms, etc., apply to Miss Edith Virginia Duble, 192 Lexington Avenue, New York.

TRAVEL TOUR FOR GIRLS

A finishing year abroad for small group. Sept. 1931-April 1932. Near East including Egypt, Palestine, Syria, Turkey, Greece. Europe: eight countries including Spain & Sicily. Cost moderate.
For prospectus
ALICE F. DAY
21 Downing St.
Worcester, Mass.

RIDGEFIELD SCHOOL

ON LAKE MAMANASCO

A college preparatory school for 60 boys. Small classes with high scholastic standard. Superb health record. 115 acres in foothills of Berkshires, two hours from New York. All sports including skiing, skating and tobogganing.

For catalogue address

T. V. Jessup, Headmaster, Ridgefield, Conn.

RECTOR Y SCHOOL

For boys under 15 years. Prepares for all leading secondary schools.

Rev. and Mrs. F. H. Bigelow Pomfret, Conn.

SCHOOLS ABROAD • GIRLS**MADAME REY'S Home School**

28 rue La Fontaine, Paris
Unusual opportunities for American girls. Strictly limited enrollment. College preparation. Travels. Apply:
Mlle. Maud Rey
129 Radnor Rd., Bryn Mawr, Pa.

"LES CHIMÈRES"

Neuilly-Paris
Finishing School for Girls
Highest references given and required.

Apply to:—

Mlle. F. YVON DES LANDELLES
44, Rue de Chézy Neuilly-Paris

LA RUCHE

5, Avenue d'Aligre
Chatou, S. & O., France
A school for girls in a delightful home near the Seine, 15 minutes from Paris. Exceptional opportunity for intensive study of French. Travel and sports. Summer and winter sessions. Catalogue.
MISS M. V. FOWLER, Room 502, 19 W. 44th St., N.Y.

SECRETARIAL TRAINING

**MISS CONKLIN'S SECRETARIAL SCHOOL**

THOROUGH professional training for secretaryship, and executive positions.

The school occupies the studios of the Tilden Building; classrooms opening upon a roof garden have abundance of light and air.

The Bureau of Placement is a recognized feature of the School. Graduates are sought for varied and responsible positions.

Enrollment for Sept. 15th and Oct. 6th.

Illustrated booklet

105 West 40th Street, New York
Telephone, PEenn. 6-3758

KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC
Two-Year Course—First year six college subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instructors. Catalogue. Address: Dean New York Boston Providence
247 Park Ave. 90 Marlborough St. 155 Angell St.
Day and Resident Schools in New York and Boston

BALLARD SCHOOL

58 YEARS

SECRETARIAL TRAINING

Expert Instruction—Registration Now Open
Ballard School Graduates Always in Demand

CENTRAL BRANCH YWCA

Lexington Avenue at 53 Street, New York City

Moon's School

Private Secretarial and Finishing Courses. Special Summer Courses. Coaching in Stenography. Secretarial Duties, Accounts and Banking.
521 Fifth Ave. (at 43rd St.) New York. VAn. 3-3896

The Alden School

ONE RUTHERFORD PLACE, N. Y.
Trains
Private Secretaries
Gertrude Alice Steer, M.A., Director

OLD COLONY SCHOOL

Secretarial and Business Training for Young Women
One-Year Course. Resident and Day Pupils.
MISS MARGARET VAIL FOWLER, Principal
317 Beacon Street Boston, Mass.

MILLINERY

New York School of

MODERN MILLINERY

Professional Training in the Creation of Modern Styles. Individual Instruction. Register now for Special Summer Courses. Booklet. 1680 B'way, New York
Telephone: COLUMBUS 5-7166

SCHOOLS ABROAD • GIRLS**COLLEGE MONTMORENCY**

Preparatory for "Sorbonne Civilization" and "College Boards". Beautiful residence. French atmosphere. Travel. Social life.
Madame Perrier, 24 rue Jasmin, Paris, France or Miss Dorothy Marsh, 150 West 58th St., N. Y. C.

The Fontaine School CANNES

A school of established standards on the Mediterranean coast. Finishing course. Intensive study of French. Cultural travel. Music. Art. College preparation. Sports throughout year. Paris branch.
Miss Fontaine, 22 Park Avenue, New York City

ROSENECK SCHOOL

For girls, from 14 to 19
Languages, Music, Art. Domestic Science Courses. Preparation for College Board Examinations. All Sports. Holiday trips. References.
Avenue de Cour Lausanne, Switzerland

MISS BARRY'S FOREIGN SCHOOL

Florence, Italy. Finishing, junior schools. Travel. American home influence. Center for College Entrance Board. Lucy B. Conner, Box 142-D, Cambridge, Mass.

EVERSHOLME ROVEZZANO • FLORENCE • ITALY

An international school for girls. Historical villa in magnificent grounds. Languages, Music and art. Travel during the holidays. Catalogue.
American address: Rm. 502-V, 19 W. 44th St., N.Y.C.

DRAMATIC ARTS

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for Dramatic and Expressional Training. The instruction of the Academy furnishes the essential preparation for Directing and Teaching as well as for Acting.

The training is educative and practical, developing Poise, Personality and Expressional Power, of value to those in professional life and to the layman.

TEACHERS' SUMMER COURSE
JULY 6TH TO AUGUST 14TH

Catalog describing all Courses from the Secretary
Room 251-G, CARNEGIE HALL, New York

ALVIENE SCHOOL OF THEATRE

and CULTURAL subjects for personal development: Stage Teaching, Directing Drama, Stage and Concert Dancing, Vocal, Screen, Musical Comedy, Elocution, Stock Theatre and Platform appearances while learning. For Catalog 22, apply:
V. Ely, Sec'y, 66 W. 85th Street, New York

FEAGIN SCHOOL OF DRAMATIC ART

Thorough courses in Acting, Directing, Teaching, Radio Broadcasting, General Culture—Children's Classes—Day and Evening. Summer Session July 6—August 15. Fall term begins October 12. Catalogue, Room 435, 316 W. 57th Street, New York

CARVER HALL Plymouth County by the sea
DRAMATIC SCHOOL
Onset, Massachusetts
Under patronage of The Copley Theatre. Summer Session July 7.
Theresa von Mattoni, Director

LELAND POWERS

School of the THEATRE
Complete dramatic training. Acting, directing, teaching. Faculty of professionals.
Send for Catalogue, Dept. V.
Mrs. Leland Powers, Prin., 31 Evans Way, Boston.

Emerson College of Oratory
Four-year degree course. Public speaking, drama, literature. Coed. Largest school of its kind in America. Summer session, 52nd year. Harry Seymour Ross, Dean, Huntington Chambers, Boston.

DOMESTIC SCIENCE

LESLEY SCHOOL OF DOMESTIC SCIENCE

Professional and practical courses. Prepares for teaching position, positions for dietitians and teacher rooms. Four dormitories. Address Secretary, 39 Everett St., Cambridge, Mass.

SUMMER CAMPS

NORWOOD SCHOOL CAMPS

Girls and Boys 4 to 18
Creative activities to develop each child. Sea-bathing, dramatics, tutoring if desired. 20 miles from N.Y.C.
EVA DAVIS WALLS
Norwood School, Hempstead, L. I., N. Y.

WASSOKEAG SCHOOL-CAMP

The unique "older boy program". One counselor-teacher for every 3 boys. Write for literature describing the "School-Camp Movement".
Lloyd Harvey Hatch, Director, Dexter, Maine

SKOOKUMCHUCK IN THE ROCKIES
FOR GIRLS UNDER TWENTY-ONE
Operated in conjunction with the
HALF DIAMOND S & GUEST RANCH
ON BEAUTIFUL PREMIER LAKE IN BRITISH COLUMBIA
Write Mrs. E. L. Staples, Winter Address 461 B Ave., Coronado, Calif., U.S.A.

The camps advertised in this section will gladly send you their literature.

EXCEPTIONAL CHILDREN

SPECIAL SCHOOL ASSOCIATION
Education for the Difficult Child.
Write for Booklet
"The Parents' Problem"
Room 2065, 25 West 43rd St., New York

BANCROFT SCHOOL
PROGRESS FOR THE RETARDED CHILD
INSTRUCTION, medical care and companionship combined
in a constructive program. Resident physician. Summer camp in Maine. Box 345, Haddonfield, New Jersey.

THE WOODS' SCHOOL
For Exceptional Children Three Separate Schools
GIRLS BOYS LITTLE FOLKS
Camp with Tutoring. Booklet.
Box 169, Langhorne, (near Philadelphia) Pa.
Mrs. Mollie Woods Hare, Principal

The Mary E. Pogue Sanitarium and School
Wheaton, Illinois Founded 1903
For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools.

MUSIC

New England CONSERVATORY OF MUSIC

Wallace Goodrich
Director

Year Opens
September 17, 1931

BOSTON, MASSACHUSETTS

Courses leading to Degrees and Diplomas in Major Subjects; Normal Dept., Soloist Courses.

Major Subjects: Pianoforte, Organ, Voice, Violin, Violoncello, Viola, Contrabass, Harp, Wind and Percussion Instruments.

Theoretical Subjects: Solfege, Harmony, Harmonic Analysis, Theory, Counterpoint, Canon and Fugue, Composition and Instrumentation.

Departments: of Public School Music; Languages; Dramatics; Ensemble Playing, Operatic Training; Free Lecture Courses.

Symphonic Orchestra of 105 Members. Two preparatory orchestras.

Free Privileges of Lectures, Concerts and Recitals, the Opportunities of Ensemble Practice and Appearing before Audiences with Orchestral Accompaniment.

Radio Broadcasting: Practical Experience from Licensed Station in our Building.

Dormitories for women students. Catalogue on request.

Pupils Received for a Single Subject as well as Graduating Courses

Address: RALPH L. FLANDERS, General Manager, Huntington Avenue, Boston

TWO VOGUE BOOKS YOU OUGHT TO KNOW

If you have children not past school or camp age, you will find interesting reading in two books, Vogue's Book of Private Schools and Vogue's Book of Private Camps, by the Editors of Vogue, which will be mailed to you gratis. They embody fifteen years of experience in advising Vogue readers how to select private schools and camps. Each book contains an information blank upon which you may request more specific and intimate advice on the needs of your children. Write for one or both of these very helpful books today.

VOGUE'S SCHOOL AND CAMP BUREAU

1928 Graybar Building • Lexington at 43rd • New York City

MUSIC

The David Mannes Music School
offers the individualism of private teaching with the resources of a school under artist direction. A catalog will be sent on request.
157 East 74th Street, New York

APPLIED ARTS

The McDowell School

Est. 1876

ELEMENTARY AND ADVANCED COURSES in Professional Costume Designing, Draping, Pattern-Making, Grading and Dress-Making. SHORT PRACTICAL COURSES in Fashion Sketching, COURSES in MILLINERY Making, Designing and Sketching, Individual Instruction, Day and Evening Classes. No branches. Catalogue on Request. Visitors welcome.

71 West 45th St. New York City

The ART INSTITUTE of Pittsburgh
Two-year course in Commercial Illustration: Fashion Illustration or Interior Decoration, 1 year. Personal interest in beginners by Director. Dormitories. Send for student-illustrated catalog.
130 Stanwix St., Pittsburgh, Pa.

CHAMBERLAIN SCHOOL OF EVERYDAY ART
Fashion Advising—A New Profession for Women. Limited Enrollment. References Required.
739 Boylston St., Boston, Mass.

INTERIOR DECORATION
Practical, intensive RESIDENT, HOMESTUDY, and TRAVEL COURSES for home and profession. BOSTON SCHOOL OF INTERIOR DECORATION AND ARCHITECTURAL DESIGN
140 Newbury Street Boston, Massachusetts

T-SQUARE PATTERNS
CHARLOTTE DESIGNING SCHOOL
PARISIAN METHOD
Dress Designing. Pattern Drafting. Complete Residence Course. Also Home Study Course. Catalogue. 23 years' experience in designing.
816 Conn. Ave., Washington, D. C.

MUSIC

FINE AND APPLIED ARTS

Inquire Now!
Autumn Session Begins September 2nd
N. Y. SCHOOL OF FINE AND APPLIED ART
(Parsons)

NEW YORK—PARIS Wm. M. Odom, Pres.
International Professional Training in Interior Architecture & Decoration, Costume Design & Illustration. Also Teachers' Training.
Paris Ateliers at 9 Place des Vosges
Research Work in Italy
The 1930 Student Body represented 40 States, 22 Foreign Countries and 4 Canadian Provinces.
INFORMATION AND CATALOGUES ON REQUEST
Address Box V, 2239 Broadway, New York

DOLLARS FROM ART
SUMMER CLASSES START JULY 6TH
CARL WERNITZ DIRECTOR
PERSONAL GUIDANCE IN ALL PRACTICAL SUBJECTS
send for catalogue
CHICAGO ACADEMY OF FINE ARTS
18 SOUTH MICHIGAN AVE • CHICAGO

GRAND CENTRAL SCHOOL OF ART

INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Day and Evening classes. Catalogue.

Room 7002, Grand Central Terminal, N.Y.C.

N. Y. SCHOOL OF DESIGN

New courses! New ideals! Fine Arts, Illustration, Commercial Art, Advertising Art and Layout, Costume Design and Illustration, Interior Decoration, Normal Training, Day, evening, Summer classes. Catalog V. 625 Madison Ave., New York City.

MASTER INSTITUTE OF THE ROERICH MUSEUM
MUSIC—PAINTING—SCULPTURE
ARCHITECTURE—OPERA CLASS
BALLET—DRAMA—LECTURES
Catalog V, 310 Riverside Dr. (Clark 2-1717) N.Y.C.

PHOENIX ART INSTITUTE
Faculty of outstanding artists as Fogarty, Booth, Humphrey, Biggs, Alajalov. Commercial Art, Illustration, Painting. Summer term. Bulletin V.
350 Madison Avenue, New York, N. Y.

Exeter School of Art

Commercial and Fine Arts
Summer and Regular Fall diploma courses in Drawing, Painting, Illustration, Interior Decoration, Costume Design, Handicrafts, Teachers Training and Advertising Art. (Catalogue on Request)
Address: George W. Morrison, Director
729 Boylston Street, Boston, Mass.

DESIGNERS ART
Enroll Now for Fall Term.
July School Arts Course—F. W. Ried.
Catalog. Ludwig E. Frank.
376 Boylston Street Boston, Mass.

SCHOOL OF THE MUSEUM OF FINE ARTS

236 Fenway, Boston, Mass.
Courses in Drawing, Painting, Modeling, Design, Jewelry and Metal Work. School and Traveling scholarships. 55th year. Illustrated booklet.

VESPER GEORGE

SCHOOL OF ART—300 STUDENTS
BOSTON SUMMER SCHOOL
42-44 St. Botolph Street Boston, Mass.

THE SCHOOL OF FINE ARTS

Courses in Drawing, Painting, Modeling, Illustration, Design, Interior Decoration, Crafts. Academic department. Limited classes. Catalog. C. V. Brodeur, Business Manager, 234 Beacon Street, Boston, Mass.

If you are seeking for The Best School for your child, your search will be simplified . . . your requirements satisfied by the use of these advertisements.

MARYLAND INSTITUTE

1825-1931 Baltimore, Md.
Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, Occupational Therapy, etc. Rinehart School of Sculpture. Catalogue on request.

NATIONAL SCHOOL OF FINE AND APPLIED ART

Interior Decoration, Color, Costume, Commercial Art, Poster, Design, Dynamic Symmetry, Life, Sketch Class, Dormitory. Catalog. Felix Mahony, Pres., Dept. V, Connecticut Ave. and M. Washington, D.C.

ART SCHOOL OF THE DETROIT SOCIETY OF ARTS AND CRAFTS
Accredited. 3 and 4 yr. courses. Drawing, Painting, Modeling. Fall term. Sept. 28. 51 Watson St., Detroit, Mich.

APPLIED ARTS

THE TRAPHAGEN SCHOOL OF FASHION

Intensive Six Weeks Summer Course
All phases from elementary to full mastery of costume design and illustration, textile and stage design, taught in shortest time consistent with thoroughness. Day and Evening, Saturday courses for Adults and Children. Incorporated under Regents. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our employment bureau. Send for circular V. In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part: all prizes awarded to Traphagen pupils with exception of one of five third prizes. In latest contest Traphagen students won all awards; also First Prize in 1931 Beaux Arts Ball Contest sponsored by Art Alliance of America.
1680 Broadway [near 52nd St.] New York

INTERIOR DECORATION

Six Weeks Practical Course

Period and Modern Styles, Draperies, Color Harmony and All Fundamentals.

Resident Day Classes start July 6th. Send for Catalog or Home Study Course starts at once. Send for Catalog or
New York School of Interior Decoration
578 Madison Avenue New York City

Costume design for stage, trade, screen, styling.
SUMMER COURSES
Under direction of
Emil Alvin Hartman,
16 East 52nd Street,
New York : Paris
Fashion Academy

PENNSYLVANIA MUSEUM SCHOOL OF INDUSTRIAL ARTS
PREPARATION for professions in art as related to industry. Emphasis on fundamentals and individual expression in art. 4-year course. Catalog.
326 S. Broad St., Philadelphia, Pa.

• VOGUE TRAVEL DIRECTORY •

CALIFORNIA

Hollywood

Hollywood Plaza. The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

La Jolla

Casa de Mañana. Distinctive, modern, excellent cuisine, steam heat. Golf. Beach Club, all sports. Hour from Agua Caliente. Booklet.

Long Beach

Hotel Virginia. One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreations. American Plan. Unexcelled cuisine. Golf.

Pasadena

Constance Hotel & Apartments. A new fireproof European Plan Hotel of distinction. Conveniently located. Reasonable rates.

Santa Barbara

El Encanto Hotel. California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf. Riding.

Miramar Hotel and Bungalows. Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. \$10.00 to \$16.00.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet in the Rockies, open April to November. Altitude 8000 ft. Riding horses. Edwin F. Welz, Owner.

Parshall

Buckhorn Lodge. Ranch. Mountains, trout fishing, hunting, horses, guide, sports, camp fire, own dairy, garden, excellent cuisine, thoroughly modern. Booklet.

CONNECTICUT

Greenwich

Pickwick Arms Hotel. A residential & transient hotel of charm and refinement, 28 miles from New York. Golf. Booklet. Ownership management.

Old Lyme

Boxwood Manor. Summer among the birds and flowers, modern inn. Lovely gardens, marvellous food. Bathing lodge on ocean.

Waterford

Oswegatchie Inn. Select family resort near New London, combining seashore and country. Water sports, tennis, golf. E. W. Manwaring, Mgr. Owner.

DISTRICT OF COLUMBIA

Washington

Wardman Park Hotel. "Social Center of the Nation's Capital." 800 outside rooms. Tennis, swimming, riding, golf, dancing. Rates \$5, s., \$8, d.

INDIANA

French Lick

French Lick Springs Hotel. World famous Spa. Home of Pluto. Golf, tennis, horseback. All year. Climate ideal in the Cumberland foothills. Amer. Plan.

MAINE

Bar Harbor

Malvern Hotel. A distinctive home, catering to a refined clientele. Thoroughly modern. Excellent cuisine. Ideal location with all resort sports.

Bay View

Bay View House. Wonderful environment of woods and seashore. Golf, tennis, bathing, riding, dancing. Orchestra. Gentle clientele. Fine cuisine. Booklet.

Bethel

Bethel Inn. Noted for its individuality. Unusual for rest and recreation. Reasonable rates. Nine-hole golf course on our own grounds. Booklet.

Camden

Whitehall Inn. Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, hennery. Excellent fishing. Bklt.

Loon Lake

Yorks. Non-housekeeping summer homes for discriminating families. Outstanding dining room supplied from farm. Rustic modernization. All sports.

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise." No hay fever. Golf, all sports. Refined, homelike. Excellent cuisine. \$6 to \$10 day. Phil Sheridan, Manager.

Pleasant Island

Pleasant Island Hotel & Camps. Beautiful location. Individual cabins. Farm products in abundance. Golf, Tennis. All sports. Booklet. W. U. Toothaker.

Poland

Poland Spring House. Maine's foremost resort, open June to Oct. Mansion House always open. Excellent 18-hole golf. Home of famous Poland Water.

Portland

Lafayette Hotel. A delightful tourist hotel where friends meet friends en route, and enjoy excellent service at fair rates. European Plan.

MAINE (Continued)

Prout's Neck

The Willows. Enjoys patronage of a most exclusive clientele. Comfort and good food especially featured. Golf, Ocean bathing. Ownership management.

Rangeley

Rangeley Lake Hotel & Cottages. 150 rooms. A place of distinction for the discriminating. Fine fishing and golf. No hay fever. A Christian House.

York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

MASSACHUSETTS

Beach Bluff

Hotel Preston. 12 miles from Boston . . . the North Shore's ocean front hotel with private beach. Exclusive clientele. Booklet. Wm. M. Kimball.

The Berkshires

Visit The Berkshires. One of the most beautiful resorts in New England. For particulars write The Berkshire Hills Conference, Pittsfield, Mass.

The Berkshires—Greenfield

The Weldon. (Fireproof) "The Beautiful Home Hotel." All year. 225 rms. Excellent table. Refined atmosphere. Concert music. Golf. Reasonable rates. Bklt.

The Berkshires—Pittsfield

Hotel Wendell. Accommodating 650 guests. The only fireproof hotel in the Berkshires. A la Carte, Table d'hôte, and Cafeteria. N. A. Campbell, Mgr.

Boston

The Lenox. Brunswick and Bradford. Three famous Boston hotels under L. C. Prior Management—9 dining rooms. Garage service. Room tariff \$3.-\$5.

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Hotel Somerset. Commonwealth Ave. Superbly located, seven minutes from business, theatre and shopping centers. Rooms with bath \$3.50 up.

Boston—Brookline

Hotel Beaconsfield. Located in Boston's zone of relaxation, out of the noise, yet accessible to the business and social center.

Cape Cod—Cotuit

The Pines. A small hotel with cottages. Private bathing beach. Especially adapted for families with children. Vegetables from own garden. Golf. Boating.

Cape Cod—Falmouth

The Cape Codder. Write for particulars of the largest hotel on Cape Cod. Every summer recreation. American plan rates from \$28. per week.

Cape Cod—Osterville

East Bay Lodge. In most beautiful section of Cape Cod. Every room has running water or bath. Golf, tennis, bathing, boating, fishing, good roads.

Gloucester

Hotel Thorwald. Overlooking the Atlantic Ocean. Cool and restful. All summer sports. American Plan. Elevator. Open June 15 to Sept. 15.

Nantucket Island

Ocean House. 30 miles at sea. Two 18-hole golf courses. Bathing, boating, fishing, horseback riding, dancing. Ownership management. Frank Worth.

Plymouth

The Pilgrim & Cottages. Ocean front location, excellent golf, bathing, sports. Near Plymouth Rock and historical points. 120 luxurious rooms. Bklt.

MISSOURI

St. Louis

The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

MONTANA

Augusta

Allan Ranch. Beyond all roads. Modern dude ranch. Warm plunge. Pack trips. Riding, swimming, fishing, hunting, motor boating. Bklt. Ralph Allan, owner.

NEW HAMPSHIRE

Hanover

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths, elevator. Excellent Golf. State roads. Excels in all outdoor sports and good living.

Lake Sunapee

Soo-Nipi Park Lodge and Cottages. 9-hole golf course in own park. 18-hole Championship course close by. Good fishing. All sports. No hay fever. Booklet.

Portsmouth

Wentworth-by-the-sea. 57th season. Famous swimming pool. Golf, Tennis. Symphony and dance orchestras. June to September.

Rye Beach

Farragut and Stoneleigh Manor. Modern, fireproof, superb location combining country & seashore. Unsurpassed facilities for sport & recreation. Amer. Plan.

Shirley Hill

Shirley Hill House. A comfortable house with a comfortable rate. Superb location for families with children. Two golf courses nearby.

White Mountains—Bretton Woods

The Mount Washington. Open July to October. The Mount Pleasant, open June to late September. Two golf courses. C. J. Root, Manager.

NEW HAMPSHIRE (Continued)

White Mountains—Crawford Notch

Crawford House. Distinctive Mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

White Mountains—Dixville Notch

The Balsams. America's Switzerland. June 15—Oct. 1st. 18-hole golf course, tennis, swimming, fishing, horses, burros. Hay fever unknown. Fireproof.

White Mountains—Franconia

Peckett's-on-Sugar Hill. Exclusive New England resort famous for its quaint homelike atmosphere and excellent cuisine. Cottages.

White Mountains—Jackson

Gray's Inn. One of the best family hotels in the White Mountains with select clientele. No hay fever. Open June to October 14. All sports.

White Mountains—Maplewood

Maplewood Club. June to Oct. 18-hole golf, swimming pool, white sand beach, new automatic sprinkler system. Booking office, 425-5th Ave., N. Y.

White Mountains—North Woodstock

Hotel Alpine. Delightfully situated. Golf, tennis, and other recreational features on hotel grounds. Orchestra. Elevator. 200 guests. Open until Oct. 14.

White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mts. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

White Mountains—Whitefield

Mountain View House. The sport facilities of a country club. The appointments of a home. The cuisine and service of a high grade hotel.

NEW JERSEY

Spring Lake Beach

The Essex & Sussex. The summer home of discriminating patrons for fifty years. On the ocean front. Thoroughly modern appointments for 400 guests.

The Monmouth. Directly facing the Sea. Season late June to mid-September. Bathing, golf, tennis, horseback, concerts. Joseph E. Smith, Manager.

NEW MEXICO

Santa Fé

The Bishop's Lodge. Finest mountain resort. Horses, golf, outdoor sports, cliff dwellings. Indian Pueblos. Dry healthful climate. Homelike atmosphere.

NEW YORK

Adirondacks—Lake Placid

Whiteface Inn. Open June 15th to October 1st. Also winter hotel: Princess Isabella at Daytona Beach, Florida. Write for booklet. Henry W. Haynes, Prop.

Long Island—Bellport

Wyandotte Hotel. Directly on the Bay. One of Long Island's foremost and comfortable hotels. New inlet offers fine fishing. Complete recreation.

Long Island—Sayville

Hotel Cedarshore. On the Great South Bay. Long Island's pre-eminent resort for a discriminating clientele. Private beach, all sports, orchestra, movies.

New York City

The Dorset. 30 West 5th St.—Not just another apartment-hotel; a home that's a revelation to live in! One to six rooms.

The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

The Roosevelt. Madison Ave. & 45th St. Fifth Avenue shops one block away, the theatres two or three. In the very center of things—yet fashionably quiet.

Watkins Glen

Glen Springs. High above magnificent Finger Lakes. World famous Naumkeag Baths, radio-active waters. Splendid cuisine. Golf. Wm. Leffingwell, Pres.

NORTH CAROLINA

Asheville

Grove Park Inn. American Plan. Absolutely fireproof. Open all year. Finest resort hotel in the world. Golf, tennis, dancing, riding, fishing, etc.

PENNSYLVANIA

Eagles Mere

The Crestmont Inn. Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

Philadelphia

The Bellevue-Stratford. The centre of Philadelphia's social life. Famous the world over for comfort, courtesy and cuisine. Rates as low as \$4. a day.

The Benjamin Franklin. 1200 large airy rooms, with bath. Convenient to business district. 3 restaurants. Reasonable rates. H. L. Wiggins, Mng. Dir.

Wernersville

Galen Hall Hotel & Cottages. Private eighteen-hole golf course. Season from late April to early November. J. L. Nelson, Managing Director.

TEXAS

El Paso

Paso del Norte. El Paso's largest—and decidedly El Paso's best. All-year golf and other sports. Five minutes from enchanting Juarez, Mexico.

VERMONT

Official vacation book. Green Mts., Lake Champlain, Connecticut Valley. Summer Homes. Listing if requested. Secy. of State, Dept. N., Montpelier, Vt.

Averill Lakes—Averill

Quimby's Cold Spring Club. 37th season. Trout and salmon fishing. A place of distinction for particular sportsmen and their families.

Lake Morey—Fairlee

Bonnie Oaks Inn & Cozy Bungalows. All with fire-place, bath. Tempting food. Lake, mountains, horses, golf. May 30—October 15. Booklet. E. H. Page, Prop.

Lake Morey Club. Overlooking lake and mountains. 18-hole golf course. Tennis. Kentucky saddle horses. Near Dartmouth College. Modern. Selected clientele.

Manchester-in-the-Mountains

Equinox House. All concrete roads New York to Manchester. Golf, Equinox Links Club, saddle horses, fine fishing. Season June 20 to November.

Woodstock

Woodstock Inn. Among the Green Mts. Central location to tour Vt. Good roads in all directions. Attractive. Modern appointments. 18-hole golf course.

VIRGINIA

Old Point Comfort

New Chamberlin. Excellent cuisine. 300 rooms with bath. Indoor saltwater pool, solarium, water sports, golf, dancing. European or American Plan.

WEST VIRGINIA

White Sulphur Springs

The Greenbrier and Cottages. America's premier all-year resort. Greatly enlarged—350 additional rooms. 3 golf courses. World-famous waters—baths.

WISCONSIN

Wisconsin Dells

Hotel Crandall. At "The Dells". Convenient to all scenic points. Every room with bath. American Plan. \$5.00 up per person.

WYOMING

Encampment

A-Bar-A Ranch. Most delightfully situated, comfortably appointed Ranch in the West. All sports. Informal. Excellent cuisine. References.

BELGIUM

Knocke-Zoute

Palace Hotel. Directly on the sea front. An ideal resort. Rates from 12s a day incl. Cable address: Palace Knocke.

Spa

Grand Hotel Britannique. A modern hotel. Excellently situated. Famous for its service and cuisine. Beautiful gardens. Tennis. Garage.

Palace Hotel des Bains. Modern throughout. 100 rooms with bath. Hotel Bellevue & Flandres under same management.

ENGLAND

Eastbourne

The Cavendish. Centre of Grand Parade. The most up-to-date hotel on the South Coast. Moderate charges, en pension or à la carte. R. E. Drayton, Mgr.

London

Carlton Hotel. Pall Mall. Central heating. Famous restaurant and grill room; palm court and ballroom. Bathroom to every bedroom.

The Goring Hotel. Belgravia, S. W. I. Near Victoria Station. Every room with bath. Central heating. Telegrams. "Goring Hotel London."

Park Lane Hotel. Piccadilly, W. I. Overlooking Green Park. 30 rooms with bath. 32 suites. Garage. Telegrams "Keighbrace Audley London."

Ritz Hotel. Piccadilly. Overlooking Green Park, in the most fashionable quarter of London. Central heating, famous restaurant and grill room.

Royal Court Hotel. Sloane Square, S. W. I. 120 rooms with central heating & running water. French cuisine. Central quiet. Swiss management.

Torquay

Grand Hotel. This is the summer resort of Royalty. As a social rendezvous, it ranks supreme among British resorts. 200 Rooms. Phone 2234.

FRANCE

Cannes

Cannes. On the sunny Riviera—the town of flowers and amusements. All sports. Every season of year is ideal at Cannes.

La Baule

La Baule. The most picturesque beach in Brittany. Season from Easter to October. The Hermitage Hotel offers excellent accommodations.

Monte Carlo

Monte Carlo. The jewel of the "Côte d'Azur". A year 'round resort. All sports. Unrivalled amusements.

Nice

Hotel Alhambra. Beautifully situated in a private park at Cimiez. Private phones in every room. Open all year. Moderate rates.

St. Jean-de-Luz

Grand Hotel d'Angleterre. The best central location. Extremely comfortable. Excellent cuisine and wines. Moderate terms.

Golf Hotel. The best and most reputed resort hotel on the sea-front. Hotel Britannia under same management. Every modern comfort.

GERMANY**Baden-Baden**

Bellevue Hotel. Society rendezvous. Private Park. Lichtentaler-Alee. Bridge-teas. Midget and putting golf. Tennis. Swimming-pool. Dancing.

Hotel Europe. Kaiser Alee, opposite Kurhaus. Residential hotel. Every modern comfort. Excellent cuisine and wines. Moderate terms. Garage.

Bad Nauheim

Jeschke's Grand Hotel. Bad Nauheim's hotel de luxe. A model of comfort. Bathrooms to almost every room. Open April through October. G. Zorn, Mng. Dir.

Freiburg

Zähringerhof Hotel.—This old hotel has long been famous for its hospitality. It offers you every modern convenience, 110 rooms—50 bathrooms.

Nuremburg

Grand Hotel. The leading house, conveniently situated near the railway station. Two hundred rooms, artistically furnished. Every modern comfort available.

Wiesbaden

Hotel Schwarzer Bock. First class family hotel. 280 beds. Medical bath in the house. Golf, tennis, etc. Th. Schaefer, Proprietor.

IRELAND**Belfast**

Grand Central Hotel. 200 bedrooms with hot and cold water. Single rooms from 7/6 up; Double 14/-. Also private suites. Telegrams "Gracient Belfast."

ITALY

Italy. The perfect vacation land: jewel-cities, the vast Mediterranean, and the famous Italian lakes. Information at any Travel Bureau.

Naples

Parker's Hotel. Overlooking the most beautiful Bay in the world, with Vesuvius looming up in the background. First-class hotel.

Rapallo

Excelsior & New Casino. Strictly first-class. Situated in most ideal spot of the Riviera. Winter and Spring Resort, summer bathing season. Open all year.

Rome

Eden Hotel. Overlooking the splendid gardens of the Ludovisi Quarter, provides comfortable and luxurious headquarters in the centre of the Eternal City.

Palace Hotel. A hotel de luxe at reasonable rates. Situated in nicest part of Rome and frequented by the aristocracy and best of international society.

MEXICO**Mexico City**

Hotel Regis. Central location. Caters especially to Americans. Room with private bath \$3 to \$15. Special weekly and monthly rates.

SCOTLAND**Callander**

Dreadnought Hotel. In the heart of the Loch District. Adjoining Railway Station. Coaches to the Trossachs. Golf, salmon and trout fishing. 100 rooms.

Grantown-on-Spey

Grant Arms Hotel. Situated amidst the fine woodland scenery of Strathspey. Five minutes from an excellent golf course. An ideal vacation spot.

Oban

Alexandra Hotel. Right on the Esplanade—commanding the finest view of Oban. Motor awaits arrival of all trains and steamers.

Pitlochry

Atholl Palace Hotel. Amidst the finest Highland scenery. 46 acres of ground. Golf and Tennis. (9 courts.) Garage for 70 cars.

Ross-shire

Gairloch Hotel. In Gairloch. Amidst the magnificent Highland Scenery. Sea bathing, and excellent trout fishing on five nearby lochs.

Troon

Marine Hotel. The foremost hotel at this favourite Scottish summer and seaside resort. Adjoining the Golf Course. Sea bathing and boating.

SOUTH AFRICA

For travel information apply: American Express Co., 65 B'way, N.Y., or Thos. Cook & Son, 587 5th Ave., N.Y., or any office of these two companies.

SWEDEN

Northern Europe's Playground. A new and interesting experience awaits you. Write the Swedish State Railways, Dept. T D, 551 Fifth Ave., N.Y.C.

SWITZERLAND**Bâle**

The Three Kings' Hotel. On the famous Rhine. The leading house of Bâle. Apartments with baths. Garage. Phone.

Geneva

The Beau-Rivage. Finest position on the lake, facing Mt. Blanc. Latest entirely renovated hotel in Geneva. Rendezvous of English and American Society.

Lausanne

Palace Beau Site. Lausanne's most cheerful, most homelike hotel. Splendid view overlooking park. Tennis, golf, garage. Justin Baumgartner, Manager.

Les Rasses

Le Grand Hotel. Jura Vaudois 1200 m. Splendid summer resort. A first class family hotel with moderate prices. Golf, tennis, excursions, bar, orchestra.

Lucerne

Grand Hotel National. An unsurpassed location overlooking the Alps. Every modern comfort and convenience. 18-hole golf course.



One enters the 5th century, through Jaipur's rose-colored gates

Now...Luxury Travel

midst

INDIA'S ANTIQUITIES

Live, dine, bathe, sleep and travel in a 5-room apartment Pullman. Use it for stop-overs. (Or, put up at fine European-style hotels.) Take along your Indian servants in fare-exempt quarters. Such express-train luxury is found nowhere else in the world...yet the cost is comparatively low. Such effortless service takes you to Mysore's game-filled forests, Agra's luminous Taj Mahal, lotus-garlanded Kashmir, and unbelievable Benares. Such luxuries draw an ever-growing tide of travel to this land of pre-Christian mysteries and 1931 comfort. Tourist advisors. English spoken, from Bombay's picturesque bazaars to Everest-framed Darjeeling. Regular weekly steamers. Booklets, complete tour service by India State Railways, Delhi House, 38 East 57th Street, New York. Or, consult the better travel agents. Freight inquiry also invited.

India

Cruises PANAMA- HAVANA

16 Days .. \$185^{UP}

All expenses included

The supreme short vacation. You cruise to the Caribbean's choicest countries aboard a sparkling new "Santa" liner. You see the world's miracle of engineering, the Panama Canal... you thrill at the cosmopolitan gaieties of Havana, "Pearl of the Antilles." A wealth of interest on this most inexpensive cruise. No passports required.

GO ABROAD

...by Panama Mail Service...to

CALIFORNIA

It's 5000 miles to California through the Panama Canal. While traveling so far, why not see several foreign countries en route? Visit Colombia, Panama, Costa Rica, Nicaragua, Salvador, Guatemala and Mexico... all on your way to California! Yet this 28-day voyage is only \$250... less than \$9.00 a day!



PERU

... Vacations that take you beyond commonplace horizons! Travel adventure... far away from the conventional. Explore fabulous ruins of pre-Incan empires... gasp at the skill of your favorite matador in Lima... glittering City of Kings. 23-Day cruises from \$395 up, all expenses included... on the newest, fastest, largest liners to West Coast. No passports required.

CHILE AND SOUTH AMERICA

A fascinating "Around South America" cruise, sailing from New York every Saturday. To Valparaiso via the Panama Canal, Colombia, Ecuador, Peru and Chile. Returning from Buenos Aires by East Coast route. Rates from \$665.

WRITE FOR DETAILS

GRACE LINE

10 Hanover Square, N. Y.
2 Pine St., San Francisco, Cal.

or Authorized Travel
or Railway Agent



AROUND PACIFIC CRUISE

*The MALOLO finds
adventure for you...*

In one luxurious cruise—all around the Pacific! Not only to the Orient, but also to Siam and Malaya, Java and Celebes, wild New Guinea, Australia, New Zealand, Fiji, Samoa! Gay adventures everywhere—visiting a Sultan's palace, dining native-style in South Sea villages, riding in rickshas to ancient temples. Nineteen ports and 14 countries in this third cruise of the great Malolo, with inclusive fares as low as \$1,500. Sail Sept. 19 from San Francisco (20th from Los Angeles); return Dec. 16. For interesting details, ask your travel agency, or:

MATSON LINE

NEW YORK 535 Fifth Avenue
CHICAGO 140 S. Dearborn Street
SAN FRANCISCO 215 Market Street
LOS ANGELES 730 S. Broadway
SAN DIEGO 213 E. Broadway
PORTLAND 271 Pine Street
SEATTLE 814 Second Avenue

TRY TO GUESS THESE EYES!



This darling of the New York stage, who is now appearing in Universal Pictures' sensation "Seed," is 5 ft. 3½ in. tall, weighs 105 lbs., and has reddish gold hair and green eyes. See below*.

so soothing to golfers' eyes!

Or, for that matter, to the eyes of any one who spends much time out of doors. Always apply *Murine* immediately after prolonged exposure to sun, wind and dust to end that heavy, burning feeling and to prevent a bloodshot condition. This soothing, cooling lotion is used regularly by millions for the quick relief of eye irritation and strain. 60 applications cost only 60c at drug and department stores.

*Genevieve Tobin

MURINE
FOR YOUR
EYES

SOCIETY

BIRTHS

NEW YORK

Harrison—On May 19, to Mr. and Mrs. Wallace K. Harrison (Ellen Milton), a daughter.

Moseley—On May 22, to Mr. and Mrs. Frederick S. Moseley, junior, (Jane Hamilton Brady), a son.

Tucker—On May 22, to Mr. and Mrs. Richard Derby Tucker (Mimi Brokaw), a son.

PHILADELPHIA

Johnson—On May 13, to Mr. and Mrs. Russell H. Johnson, junior, (Natalie Sauvour), a daughter.

Wallis—On May 16, to Mr. and Mrs. Philip Wallis (Miriam Roberts Clark), a son.

Wood—On May 19, to Mr. and Mrs. Horatio Curtis Wood, junior, (Margaret L. Brown), a son.

DEATHS

NEW YORK

Adams—On May 20, Edward Dean Adams, father of Mrs. Leighton Lobdell.

Clarke—On May 15, Edmund Arthur Stanley Clarke, husband of Louise Hall Ward Clarke.

Dowd—On May 24, Dr. Charles North Dowd, husband of Christiana Nostrand Dowd.

Williams—On May 11, Colonel Richard Henry Williams, husband of Julia Lorillard Edgar Williams.

BALTIMORE

Preston—On May 19, Captain Charles Francis Preston, husband of Frances F. Metcalf Preston.

ENGAGEMENTS

NEW YORK

Buckner-Winston—Miss Caroline Buckner, daughter of Mr. and Mrs. Mortimer Norton Buckner, to Mr. Owen Lloyd Winston, son of Mr. and Mrs. Owen Winston.

Harden-Parker—Miss Rosemary Harden, daughter of Mr. and Mrs. Edward W. Harden, to Mr. Albert Parker, son of Mr. Charles Cullom Parker, of Los Angeles, California.

Marshall-Weber—Miss Elizabeth Wilson Marshall, daughter of Mr. and Mrs. James Marshall, to Mr. Jean Weber, son of Doctor Charles Weber and Mrs. Weber, of Paris, France.

Milliken-Camp—Miss Alida Donnell Milliken, daughter of Doctor Seth Minot Milliken and Mrs. Milliken, to Mr. Frederic Edgar Camp, son of the late Frederic Edgar Camp and Mrs. Horace Bullock, of Princeton, New Jersey.

Remick-Breed—Miss Mary Moore Remick, daughter of Mrs. William H. Remick, to Mr. Richard E. Breed, third, son of the late Richard E. Breed and Mrs. Breed.

BOSTON

Burnett-Devens—Miss Frances F. Burnett, daughter of Mrs. John T. Burnett, to Mr. Arthur Lithgow Devens, junior, son of Mr. and Mrs. Arthur Lithgow Devens.

Dulley-Watson—Miss Joan Harrison Dulley, daughter of Mr. Ernest Harrison Dulley, of Matlock, Derbyshire, England, to Mr. Paul B. Watson, junior, son of Mr. and Mrs. Paul B. Watson.

Parker-Forbes—Miss Rose Parker, daughter of Mrs. Richard Fay Parker, to Mr. Talbot Forbes, son of Mr. and Mrs. Frank Prentiss Forbes.

CHICAGO

Baur-Bull—Miss Rosemary Baur, daughter of Mrs. Jacob Baur, to Mr. Bartle Bull, son of Mr. W. Perkins Bull.

ENGAGEMENTS—Continued

PHILADELPHIA

Cheston-Moret—Miss Charlotte Murray Cheston, daughter of Mrs. Radcliffe Cheston, to Doctor Hermann Moret, of Sion, Valais, Switzerland.

Hathaway-Hoopes—Miss Frances Ashton Hathaway, daughter of Mr. and Mrs. William Knapp Hathaway, to Mr. Edward Hoopes, son of the late Mr. and Mrs. Herman Hoopes.

SAN FRANCISCO

Hastings-Serafino—Miss Azalia Hastings, daughter of Mr. and Mrs. Harry C. Hastings, to Count Mario Serafino.

SAVANNAH, GEORGIA

Gordon-Platt—Miss Mary Stuart Gordon, daughter of Mr. and Mrs. George Arthur Gordon, to Mr. Richard Shackelford Platt, of Hartford, Connecticut.

MONTREAL, CANADA

Magor-Beckwith—Miss June Magor, daughter of Mr. and Mrs. Robert Magor, to Mr. James Everett Beckwith, son of the late Everett Beckwith and Mrs. Beckwith, of Chicago, Illinois.

WEDDINGS

NEW YORK

Barker-Glazebrook—On June 1, Mr. George Barker, junior, son of Mr. and Mrs. George Barker, and Miss Janet Glazebrook, daughter of Doctor Francis H. Glazebrook and Mrs. Glazebrook.

Blodgett-Barstow—On May 23, Mr. Stephen Whitney Blodgett, son of the late Mr. and Mrs. William T. Blodgett, and Miss Marguerite Kellogg Barstow, daughter of Mr. and Mrs. George Eames Barstow.

Elliman-de Acosta—On June 4, Mr. George Trowbridge Elliman, son of Mr. Douglas L. Elliman and Mrs. Ernest G. Draper, and Miss Natica de Acosta, daughter of Mr. Ricardo de Acosta and Mrs. M. de Zaldo de Acosta.

Foster-Gray—On April 30, in Bombay, India, Mr. John C. Foster, of London, England, and Mrs. Franklin Engs Gray, daughter of Mrs. Samuel F. Engs.

Fox-Darrach—On June 20, Mr. Rector K. Fox, junior, son of Mr. and Mrs. Rector K. Fox, and Miss Edith Darrach, daughter of Doctor William Darrach and Mrs. Darrach.

French-Walker—On June 24, in the Fifth Avenue Presbyterian Church, Mr. John French, junior, son of Mr. and Mrs. John French, and Miss Rhoda Walker, daughter of Mrs. Roberts Walker.

Hunt-Pratt—On June 13, Mr. James Ramsay Hunt, junior, son of Doctor James Ramsay Hunt and Mrs. Hunt, and Miss Eleanor Pratt, daughter of Mr. and Mrs. Harold Irving Pratt.

Ritchie-Godfrey—On May 23, Mr. Frank William Ritchie, son of the late Reverend F. W. Ritchie and Mrs. Ritchie, and Miss Brenda Godfrey, daughter of Mr. and Mrs. Edwin Drexel Godfrey.

BALTIMORE

Nash-Leonard—On June 6, Mr. Ogden Nash, son of Mr. and Mrs. Edmund Nash, of New York, and Miss Frances Rider Leonard, daughter of Mr. and Mrs. William Wirt Leonard.

BOSTON

Chickering-Rogers—On May 23, Mr. Allen Lawrence Chickering, junior, son of Mr. and Mrs. Allen Lawrence Chickering, of Piedmont, California, and Miss Caroline Cranford Rogers, daughter of Mr. and Mrs. Howard L. Rogers.

PHILADELPHIA

Macon-Wilson—On June 20, Mr. Barbour Knox Macon, son of Mr. and Mrs. James B. Macon, of Norfolk, Virginia, and Miss Elizabeth Dale Wilson, daughter of Mrs. Dorothea W. Wilson.

A Hint to the Complete Parent

Even if your boy or girl is too young to attend a private school or is already in a school, the school problem is never quite solved until graduation. After a school is selected complications may arise. You may move to some too-distant point . . . your boy or girl may outgrow a school . . . they may find the climate detrimental . . . and there is always the question of personalities. Why not form the habit of reading the interesting and authoritative editorial and advertising matter appearing in these pages, just to keep abreast of the school world? All the schools whose announcements appear here have met the exacting standards required by Vogue. Write to the schools for more detailed information (mentioning Vogue) or, if you prefer, to Vogue's School Bureau for any advice or assistance you feel you need in considering schools. No obligation, and strictly confidential, of course.

VOGUE'S SCHOOL BUREAU

1928 Graybar Building
Lexington at 43rd, New York

Prices of Vogue Patterns

5694	\$.25
569550
569650
569725
569875
569975
570075
570175
570275
570350
570475
570575
570625
317950
318050
318125
318250
318350



ALBERT STEINER

BADRUTT'S PALACE St. MORITZ

The Hotel which the ceaseless work of three generations has made as nearly perfect as is possible.

All summer sports and Recreation. Golf and Tennis Tournaments. Spacious Children's Playground, Season June 15th to October 1st.

The invigorating climate and the sun of St. Moritz combined with a cure of its famous and most powerful natural carbonic acid baths strengthen heart and nerves and are a wonderful tonic to the whole body.

Write to Hans Badrutt

PUT YOUR BEST FACE FORWARD



You know that if you save the surface, you save all. A well-cared-for complexion, a clever wave, a thoroughly modern coat of make-up . . . and you're ready to face the world.

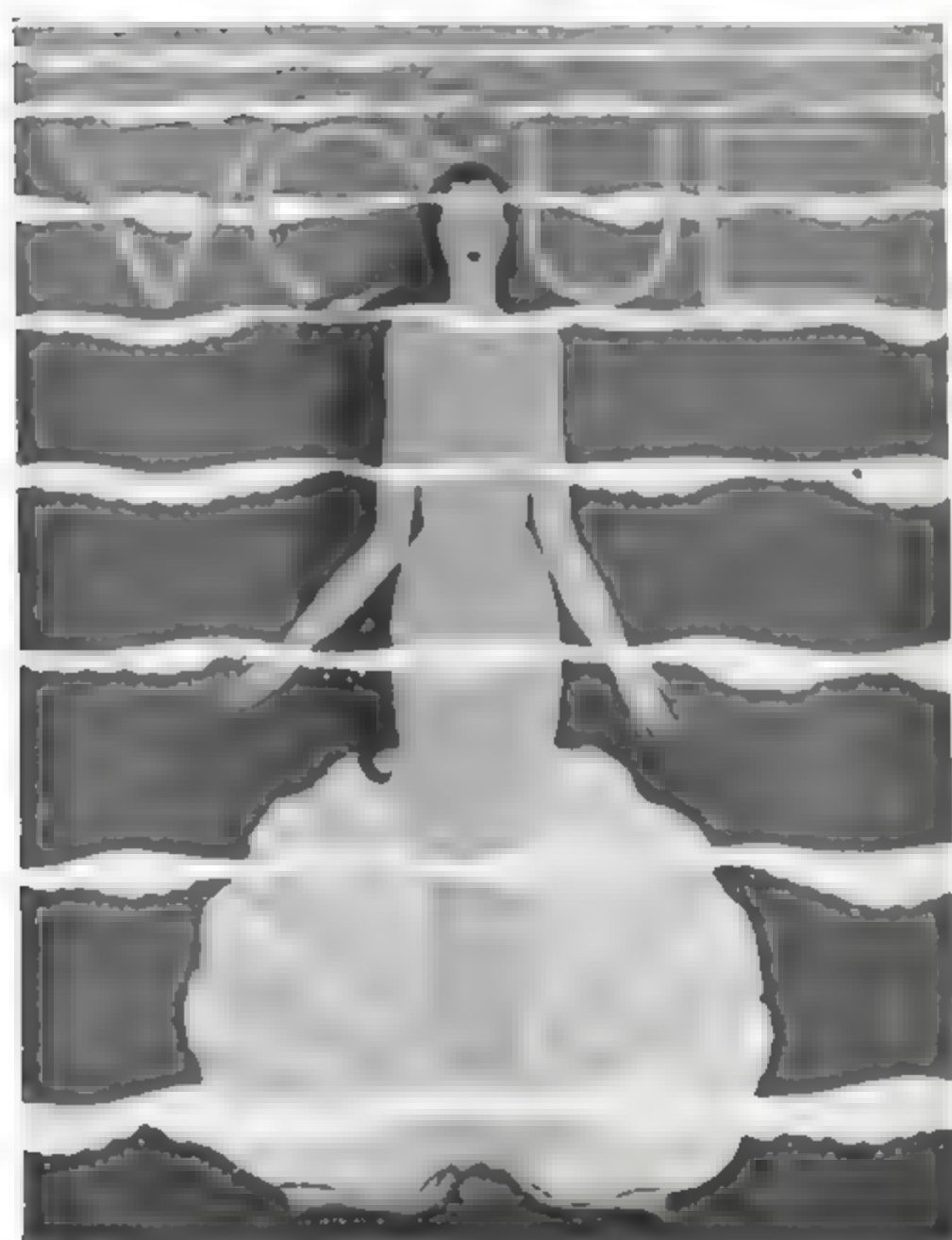
But faces have their fashions. The beauty of yesterday may be the frump of today, if she lets her technique slip. Even Garbo wouldn't be Garbo with last year's shingle.

Obey your cosmetic urge and read every line of the Beauty Number of Vogue. Use particularly those pages on the new beauty preparations . . . we've ferreted out the best of them. Take a lesson from the amusing before-and-after photographs. They show how to go old mother nature one better. Scan the two pages of coiffures . . . longer or shorter hair, which? Smile your way through Cecil Beaton's article on women who have influenced the beauty of the world. Learn how to look glacial even though you feel like melting. There's really a great deal of advice which

can help you smartly through the Summer.

But, of course, if you're thoroughly satisfied with what you see in your mirror, you'll be more interested in the many, many pages of fashions. Some of them from Paris, some from New York. Bright groups of gowns and lingerie, breezy mid-summer prints and shantungs, new shoes. Some delectable chaises longues to loll on—and just the tea gowns that belong on them.

You'll simply have to see Steichen's photographs, taken from a roof terrace at night, with the enchantment of New York's lights glimmering below. And there are the Shop-Snaps . . . the sub-deb fashions for Limited Incomes . . . those summery desserts . . . and much more. In fact, too much to tell. Wouldn't this be a good issue to make the first of a regular subscription? Eight dollars will bring you 48 issues—fresh fashions every fortnight for two whole years. The coupon below awaits your signature.



TWO YEARS OF VOGUE • \$8

48 ISSUES • ONE EVERY FORTNIGHT

The Condé Nast Publications, Inc., Graybar Building, N. Y. C.

☐ Enclosed find \$8.00 for two years (48 issues) of Vogue.

☐ Enclosed find \$6.00 for one year (24 issues) of Vogue.

Name _____

Street _____

City _____ State _____

VM 7-1-31

This is the cover of the Beauty Number of Vogue, dated July 15. On sale July tenth.

SAKS-FIFTH AVENUE • NEW YORK • FUR FASHIONS



The August Presentation of Furs by Saks-Fifth Avenue Emphasizes • Quality • New Silhouettes And a New Moderation of Price

. . the little fur jacket to complete the evening ensemble the sports coat of galyak the regal coat or wrap of ermine—A new smartness, and a new youth . . . rare, deep black broadtail wraps of sumptuous elegance.

These will command your attention in the August fur presentation because we have combined the suppleness of cloth with the elegance of fur through a new brilliancy of workmanship.

SPECIAL AUGUST FUR PRICES PREVAIL

V O G U E

Copyright, 1931, by The Condé Nast Publications, Inc.

SUMMER HOSTESS

Cover Design by Benito

HOSTESS

Vogue's-Eye View of the Mode . . .	23
The Reverberations of a Gate Crasher .	32
Impromptu Summer Meals	38-39
S. O. S. for Smarter Yachts	48-49
The Smörgåsbord Comes to America .	54-55
Vogue Goes Shopping for the Hostess	56-57

PARIS FASHIONS

High Tide of Fashion	29-31
The New Odd Jackets for the Country .	36-37
In Fashion's Fields, the Poppies Blow .	41

NEW YORK FASHIONS

Becoming Shades for Five Types . . .	44-45
Linen and Cotton	50-51
Finds of the Fortnight	52-53
Week-Ends	58-59
Summer Indispensables	60-61
The Bare Necessities	62-63
Invitation to the Waltz	64
Tips on the Shop Market	65
Designs for Practical Dressmaking	68, 70, 80, 88
Glove Silk Travels Very Well . . .	74
Firm Foundations	76

SOCIETY

Society	18
The Golden Wedding	33-35

VARIETY

Paris Looks Back to 1900	24-28
Summer Holidays	40
Sky Terraces	42-43
The Noailles House-boat	46-47
On Her Dressing-table	72

ADVERTISING SECTIONS

Shoppers' and Buyers' Guide	8
Schools	9-15
Travel	16-18

Vol. No. 78 No. 1

Whole No. 1415



JULY 1, 1931

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/ Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Canada, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

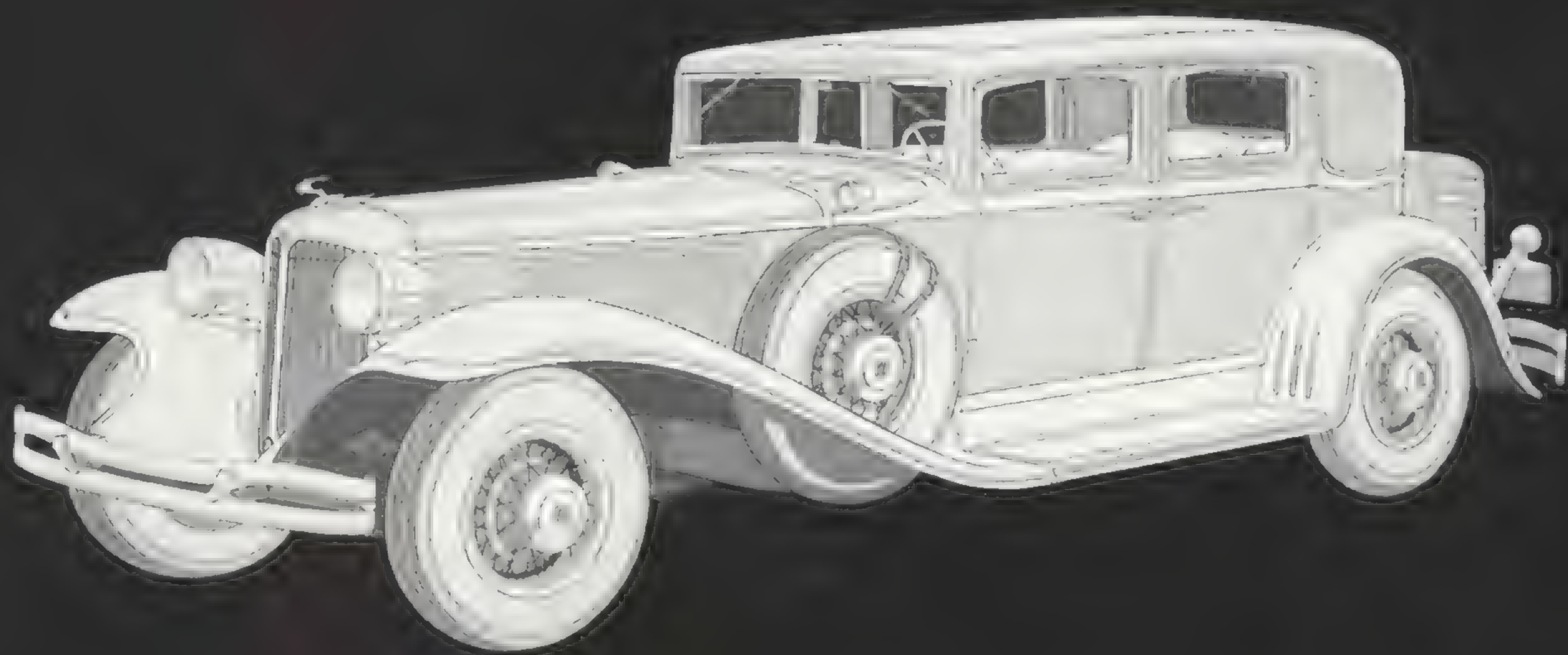
THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



CHRYSLER IMPERIAL EIGHT



The Masterpiece

"MASTERPIECE—a work showing the hand of a master; a thing which surpasses in excellence anything else done by the maker; anything made with extraordinary skill." Out of the dictionary comes this excellent description of the magnificent Chrysler Imperial Eight. ¶ Chrysler's masterpiece is manifestly a car of masterly designing, masterly engineering and masterly craftsmanship—a motor car built for connoisseurs of motor cars. ¶ Quality, the finest. Performance, *fascinating*—the performance of a car that holds *twelve* official A. A. A. Contest Board stock car speed records for one to five miles. Wheelbase, 145 inches. Engine, 125 horsepower. Transmission, 4-speed with Dual High gears. Brakes, internal hydraulics, self-equalizing. We ask you—just try a drive in Chrysler's *masterpiece*.



5-Passenger Sedan \$2745; Close-Coupled Sedan (illustrated) \$2845; 7-Passenger Sedan \$2945; Sedan-Limousine \$3145. Custom Body Styles: Coupe \$3150; Roadster \$3220; Convertible Coupe \$3320; Phaeton \$3575. F.O.B. Factory. Special Equipment Extra.



VOGUE'S

eye view

of the mode

EVERY party hovers by a thread between fiesta and fiasco. And that thread changes according to one's age. After you have advanced beyond the stage when ice-cream makes a party and outgrown that equally ingenuous era when the presence of gin automatically means a "wow," then the definition of party becomes something else again. It is not altogether a matter of people, although they are important. Champagne undeniably helps, but it is not the essence of the thing. You can not pin it exclusively to squab or a night-club or a good floor or good music or a caterer's man. It has something to do with the look in the eye of your hostess when you come in. You feel it again when the table decorations are a

little unexpected and the food has the element of "bombe surprise." Whenever silliness bubbles up spontaneously and brilliance flows without effort, when three generations can sit down together and be convivial, when you go away from a front door with the "cœur en fête" and a dancing and singing within you, party is there.

There are no Vanderbilt or Bradley Martin balls to-day. This is an era of informal entertaining, of many little parties cooked up on the spur of the moment, in the late afternoon, coming back from the races, or convened imperiously by telegram a few days before. A party to-day has to be wild, not flapper wild, but wild like a deuce in poker, capable of turning into any kind of party at any moment. You have to treat your friends like family and your family like friends. And you can't just sit. You have to make the effort to dress, even for a little supper at home. You have to keep an eye out for new table decorations, new ways of fixing flowers and new recipes, if you want to turn meals suddenly into fiestas. For the simpler the breakfast, lunch, tea, or dinner, the more it must be done with style.



The Paris Horse-Show—it might be 1900 or 1931

PARIS LOOKS BACK to 1900

NOWADAYS, there are two Parises instead of one—the old girl who clings to her chatelaine bags and feather boas and goes about in a carriage, and the newer, more energetic Paris that ruthlessly cuts down lesser landmarks to widen old streets, puts modern decoration in its old “hotels,” and serves American tomato-juice cocktails at its luncheons.

You’ll find both of these two somewhat self-conscious about their own characteristics. You’ll find certain restaurants continually enthusiastic over their success in retaining the same old walls, the same old chairs, and possibly the same old clients, and waiters that served the end of the last century; and you’ll find others proud of their aluminum store fronts, their small-lettered signs, their interiors of 1931 designing. And these moderns are looking back on the naïvetés of 1900 as an intellectual diversion.

This year’s Paris loves to smile at the high-collared ladies and high-hatted gentlemen in the Toulouse-Lautrec exhibition in the Louvre; they are charmed with the full-bosomed, bustled costumes and the strange, old-fashioned stage lighting on dancers’ and clowns’ faces; they flutter about the portraits of Oscar Wilde, Mademoiselle Avril, and Yvette Guilbert with the black gloves.

This year’s Paris crowds to the Mogador for the revival of Offenbach’s 1866 “La Vie Parisienne.” They like watching Max Dearly in the same scenes he played twenty years ago, and they like watching the pretty girls mince about in immense skirts, tiny gloves, and miniature hats that tip over their eyebrows—clothes their mothers remember seeing in old family wardrobes.

They go to the Horse-Show, where they can see old families from the provinces—long mustaches, primly set faces, short, straight overcoats, and buttoned shoes—, none of them looking as if they’d changed a whit since 1908. (“Charming!” says Paris. “We’ll be trying some of those ourselves soon.”)

Unchanged through the years, the Paris Horse-Show brings out an audience with clothes and manners of another time. Officers, horsewomen, and part of the audience move continually about in the small ring back of the official tribunes, which are hung with red plush and heavy with gold, or stand about the small Horse-Show Bar. High hats and velvet-coloured coats, apparently resurrected from thirty-year-old trunks, angular Saint-Cyr student officers in their cockaded hats, women in side-saddle habits, all make a picture that might equally well bear the date of 1900 or 1931.





A PORTFOLIO OF SKETCHES BY CARL ERICKSON

This year's Paris loves the mellow atmosphere of Maxim's. Solid, substantial walls and solid, substantial people. The heavy, carved woodwork reminds you of advertisements of wines that have been aged in wood, for this wood looks as if it had been aged in alcohol. The waiters must all have been there for years; even the bus-boys, children really, have an air of being settled at a lifetime job.

The mirror at Maxim's, which reflects a bar and group of Parisians that might be out of pre-War times, is the covering of one entire wall. It is immense with fanciful design, with aged, carved wood, with elaborate paintings of

nymphs who are forever picking apples and forever about to toss them into an apron, but nothing is ever done about it.

Everything has the appearance of having a history; every one seems to have known every one else for years. The men stand about the bar with their hats on, showing overcoat backs of the type that are identified with a certain variety of bourgeois Parisian. The demi-mondaines, too, look solid and substantial, like women out of Derain drawings, dressed in 1929 clothes. It is said that they run the gamut of a certain kind of progress—their first years are spent around the bar, then they graduate to the dancing dining-room and



Lunch at the Ritz in Paris

wear evening clothes; in later years, they reappear at the front again, wearing all-tailored black coats and silver fox scarfs. Even the ladies' room is marked with the customs of other decades; the porcelain is heavily embossed and painted with flowers and names, such as "Gladiator."

And then, the very antithesis of all this, there is the Ritz, a symbol of the international gaiety that is the legend of modern Paris. From the comparative quiet of Maxim's, the noise of the Ritz Bar is deafening. There is something overwhelming in the cacophony of high-pitched voices, the slight dimness of light, and the thick smoke that fills the

barless room at the right, where no man may enter without a feminine companion. Paris calls it the Black Hole of Calcutta, yet, in the manner of the speakeasy, likes to find it stuffed with little tables and chairs, people of all nationalities, and dogs of all races, every noon and evening.

After leaving the Bar, the dining-rooms seem relatively calm, although they are probably two of the busiest restaurants in Paris. The larger one, with the open tea-garden, carries with it some of the straight-backed, correct air of the place Vendôme, which is at its door; the other, the smaller one on the Cambon side, is the *potinière*—the town's

back fence. Here, at the Ritz, *côte Cambon*, even the arrangement of the tables is a combination of other periods with our own. A maître d'hôtel, three waiters, and two wine-butlers serve a single cover, yet they will crowd you in a corner of the hallway, edging the stairs, or in the garden if need be. It is here, too, that you get a composite picture of every photograph in the family album. Here you see the smart international woman. Gigolos and grandmothers, American buyers and Roumanian opera singers and male cinema stars, all are breaking bread and plovers' eggs together.

The food is likewise an alliance—between the old French cuisine, rich with sauces and truffles, and the modern necessities of salad and liver with bacon. But service elbows are held as high, and serving spoon and fork are held as skilfully on a poached egg as they are over a bowl of caviar. Order plain boiled potatoes if you must, but the boy makes a ceremony of bringing them in, white and small, in a deep, shining brown dish.

The genus Parisian, who calls himself an international, likes the Cambon side of the Ritz, with its bar and with one of the restaurants bursting its own doors to scatter tables about the entrance-hall. He sees there, day after day, the same international faces—the elderly jeweller, glass in left eye, who always sits at the same table by a pillar; the same black-mustached Argentines, who are as ubiquitous as they are numerous; the same *femmes du monde* wearing the newest of the new in Paris clothes; the same restrained manner of Souques, the maître d'hôtel, whose face is always just slightly this side of a smile and

whose figure is always just this side of a bow. There is always the expected quota of *caniches* and terriers, eyeing one another suspiciously as they watch for the waiters to bring them their *sou-soupes*.

Paris, using the Ritz as a thermometer of style temperatures, picks up quickly the fever for retrospective fashions. The most fervent and flowing talk is still occupied with the new little hats that tip over the eyes—the most startling change in fashion since the first long skirts. It was at "La Vie Parisienne," the very night of the last public appearance of the King of Spain in Paris, that some one made the determination to try the new tilt. The next evening, at the Ange Bleu, there were (at least, so the story runs) three more women hiding their foreheads from the world. And so it went.

And now, when you lunch at the Ritz and cast your eye over the crowd, among the white wool dresses and three-quarter white coats worn over black, which are so typical of this season, you see here, there, and everywhere these funny little hats tipped right over the nose. Women like the idea of being just the slightest bit amused with fashions. They don't care if these new bonnets do make them a trifle cross-eyed. They are diverted by them just as they are diverted by the absurd flat crowns and high black plumes in the Toulouse-Lautrec show. It gives them the same amusement to wear them as to go to the Concours Hippique or Maxim's or to see the white ponies and old performing poodles amid the red and gold trappings of the circus. They like, just as all Paris does, mixing a little of the charm of the past with the excitement of the present.



• The immense, elaborate mirror at Maxim's reflects a group of solid, substantial Parisians. The women look like Derain drawings, the men have a pre-War air, and the waiters here seem as much a part of Maxim's as the aged wood



SCHIAPARELLI—BEST

HIGH TIDE of FASHION

• That casual, unhampering, dazzling white jersey mail-lot you've been eyeing above is about the smartest thing on the Seven Seas. It fits as if you were poured into it, but the thickness of the jersey leaves no painful revelations. You want to give a lot of thought to the texture of your suit, this year. If it is actually knit by hand—splendid. Or, if it's a machine child, it should look hand-knit, as does the bias weave of this suit. A brassière is held securely out of sight, underneath, and eventually develops into a belt that emerges through a slit and clips together in front. Miss Agneta Fischer wears this, "No. 800," along with crêpe sandals. If you have a gorgeous figure, do go in for the white suit with some gay colour in your accessories. Other good schemes to bank on are red, white, and blue; blue with all-white accessories, and brown-and-white, with or without dashes of yellow.

• Another contribution to the sunny side of life is the beach pyjama you see at the right. As starkly simple as a monk's robe, it is of coal-black jersey with a braided white kid belt. You slip it on after you slip out of your suit, and a band of ribbing nips it in at the waist. With it goes a straight short jersey jacket, in a black-and-white striped fantasy weave. Madame Simone Demaria is wearing this pyjama, "No. 942". If you don't want to climb out of your bathing-suit, leave it on dry or dripping—and yank over it a pair of woollen trousers like the brown ones on page 30 or white linen slacks like those on page 31. They're more and more in the foreground, on beaches and boats, and they're as comfortable as they are smart. And bathing-suits lead an amphibian sort of life and are often at the bottom of the best beach pyjamas.



HOYRINGEN-HUENÉ, PARIS

SCHIAPARELLI—BEST



JANE RÉGNY—HATTIE CARNEGIE

AMPHIBIAN CHIC

To make a splash

- Without reservations, the hand-knit suit is the smartest thing you can lay your hands on. Here is "Tahiti," one of the best of the species—looking as if it were two pieces, though it isn't. The red trunks and white top are knit together, and a white canvas belt circles you amidships. Blue jersey trousers go along, though you don't see them here, making a tricolour combination
- Yank over your white bathing-maillot a pair of brown jersey trousers (even if your suit is dripping, no harm can be done), and you're ready for the day. Not only ready, but terribly smart in that medal-winning combination—brown-and-white. The maillot is numbered "800," the trousers "796." The trousers have ribbing around the waist-line, so they won't slip off your hips, even though you do belong to the hipless crew of moderns

SCHIAPARELLI—BONWIT TELLER

HOYNINGEN-HUENÉ, PARIS



JANTZEN—WANAMAKER • BRUYÈRE—SAKS-FIFTH AVENUE

- The girl balanced on the side of the overturned boat (left) is all for the unhampering, un-fancy, unbeatable classic Jantzen. Hers has thick brown jersey shorts anchored over a much-abbreviated yellow jersey maillot with a white belt
- If you don't want to stick unswervingly to the classic—try a suit like that worn by the girl astride the boat keel. It is "Neptune," of black-and-white jersey. Posed by Madame Simone Demaria
- (Below) Take a lobster-red sweater with a white yoke—don't forget to roll up the sleeves—, pull over it white linen trousers, duck your head under a white linen hat, slide into Panama sandals, and you have this beach outfit, "Zouzou"
- There's nothing between the sun and your back but two straps on the black jersey-tricot suit (at the left, below)



HOYNINGEN-HUENÉ, PARIS



LUCIEN LELONG

LUCIEN LELONG



THE NEW STEINWAY, DESIGNED BY JULES BOUY IN SATINWOOD AND WALNUT; MARIO BRAGGIOTTI PLAYING

The reverberations of a gate-crasher

NOTHING could have been more thoroughly gilded than the gates I crashed in the last few days. These are the days when New York pretends it is packing up and going away "*ayant*," like the *fourmis*, "*chanté tout l'hiver*," I to Paris, thou to the Balearic Isles, he to Alaska, and she to drink champagne in Vienna. We may go, but there is another I, thou, he, and she left in New York, whose parties will be just as amusing as if we had stayed. More than likely, we will come packing home from far corners out of pure envy and the spirit of curiosity. For New York remains here always like a Robert Edmond Jones backdrop for us to plan our parties against.

How about these gilded parties? The party Kay Warburg and Neysa McMein gave at the Warburgs' house was practically perfect, if parties may be rated like horses, by their beauty and speed. The Warburgs' house is made to entertain in, almost literally, as two summers ago they threw the house next door into the one they already lived in. You wander up-stairs and down-stairs and into my lady's chamber to fix your face over as the hour grows later. The big hall is perfect for Jan Juta to show off his dancing and for Kathleen Cushing and Raoul Fleischmann to sit over a ringside table discussing Life. Down-stairs are the drinks, and where these are also to be found the host, James Warburg, smiling

his famous smile, Marc Connelly leading an intrepid party into the icy regions of the outside garden, and Katharine Cornell sitting like a Buddha beside the bar and attracting everybody to her neighbourhood. In the backgammon room, which is the zebra room that the Warburgs gave a party for last year, all zebra rugs and couches and glass-murals-by-Juta, are Libby Holman and the beautiful Mrs. Jules Glaenzer, winning mints of money from their male opponents. But when Gershwin begins to play in the dancing-room, everybody rushes there. He plays the piano, and Noel Coward sings, and they outdo themselves under the competition. Braggiotti and Fray play their pyrotechnic volleys of two-piano music, and every one is enchanted. Except Marshall Field, who is so full of health that he is sleepy and has to go home.

And then I will talk about Mrs. Hearst's party, partly because I want to and partly because every one always talks about Mrs. Hearst's parties, and even I, relentless gate-crasher though I be, am bound by the more frivolous conventions. At dinner, the table went on and on into impossible perspective, longer and longer. And all through dinner, accordion music proved a point that silly entertainment is a good deal more fun than entertainment in the grand manner. We had further reminders of this important principle of modern entertaining when we all joined in on the Italian tunes and Viennese waltzes and sang as loudly as if we had been fifteen and thought we were pretty clever to be able to sing parts. Meanwhile, one by one, very solemnly, we withdrew from the shouting contest to go in for private consultations with Mrs. Hoelle, who (Continued on page 78)

THE GOLDEN WEDDING

of Mr. and Mrs. Grenville Kane

Revives the New York of the 'Eighties

THE party that Mr. and Mrs. George F. Baker gave was a charming gesture, not only to Mrs. Baker's mother and father, but to another generation of New York. The Bakers' ballroom far up in the Nineties, with its great white feathers and crystal chandeliers, was a perfect setting for the distinguished gathering of elderly ladies in evening dress and dog-collars, or in high-necked black taffetas and real lace, and for the debonair cotillion leaders of the 'Eighties. Mrs. Kane received with her daughter. She wore her wedding veil and carried a bouquet of orange-blossoms, and she greeted her friends as gaily as when she was the beautiful red-haired Maggie Wolfe. "Ah, here comes Karrick Riggs. I danced my first cotillion with you." "Why E., how are you? I was your maid of honour. You were married so often after that, I couldn't keep up." To entertain the guests, Mr. Charles Lawrence and Miss Dorothy Kane threw on the screen old photographs of the bride as a young girl, the handsome groom in side-whiskers, and of all the beaux and belles of the old days. Then, every one examined the golden presents. The orchestra struck up the old supper march, and the guests, understanding the signal, started down the stairs to supper.



THEODORE ROOSEVELT MRS. BAKER

One of the most delightful photographs flashed on the screen was this of Theodore Roosevelt at the age of eighteen months. At the left is Mrs. Grenville Kane, for whom the party was given, taken about 1892. At the far left is one of her daughters, and above is Miss Edith Kane, now Mrs. George F. Baker



MISS DOROTHY KANE



MRS. GRENVILLE KANE



FROM OLD ALBUMS

Here, we have the Roosevelt family on the steps of "Sagamore Hill" at Oyster Bay in 1879. In the group are John Ellis Roosevelt and Mrs. John Ellis Roosevelt, with her parasol, and Elliott Roosevelt. On one side of her is Corinne Roosevelt (Mrs. Douglas Robinson), with the stylish black hat, and, on the other, Anna Roosevelt (Mrs. Cowles). Isaac Iselin wears the grey bowler, and the gentleman in the natty sailor outfit is Theodore Roosevelt. The photograph at the lower left shows Mrs. Theodore Roosevelt taken at the time of her marriage

THE ROOSEVELT FAMILY



MRS. THEODORE ROOSEVELT

Caught in the photographer's snow-storm are the Misses Lucy and Fanny Work, who afterwards married Peter Cooper Hewitt and Burke Roche. Beyond are the beautiful twins, Misses Bessie and Tiny Livingston, who became Mrs. Ogden Mills and Mrs. Cavendish Bentinck



MRS. WORK HEWITT AND MRS. BURKE ROCHE



MRS. OGDEN MILLS AND MRS. CAVENDISH BENTINCK



THE FIRST MRS. FRANCIS LAWRENCE



THE THREE GRACES

The charming trio above were the Misses Fanny Lamson (now Mrs. Charles S. Guthrie), Louise Ryder, and Martha Cowdin (Mrs. Robert Bacon). At the left is Miss Kitty Lanier, later Mrs. Francis Lawrence. At the right are the Misses Anne and Emmy Harriman, better known as Mrs. William K. Vanderbilt and Mrs. Stephen Olin



MRS. W. K. VANDERBILT AND MRS. STEPHEN OLIN



MISS NELLIE STIRLING, MRS. PERCY TURNURE, MRS. GRENVILLE KANE, MISS LURMAN, OF BALTIMORE



MRS. LAWRENCE, MRS. WINTHROP

On the toboggan are Miss Kate Bulkeley, who afterward became Mrs. Prescott Lawrence, and on behind, in her early 'teens, Miss Emmie Heckscher, who is now Mrs. Egerton Winthrop. The photograph of the four beauties at the left was taken one bright summer day on a lawn at Newport



LUCILE PARAY • JANE REGNY • CHANTAL • JEANNE LANVIN

The new odd jackets for the country

THESE are the new jackets that every one is wearing now at Cannes. All America is getting into them, too, wherever the wind blows cool from the hills or the sea. You wear them strictly tailored, or you wear them intensely individual and very short like the boleros shown above. You have them in bright coloured jerseys and flannels, or you have them in white wash stuffs: linen, piqué, sinellic. These last are very, very new.

The great fun comes in switching them around from one dress to another. The changes you can ring with them are only limited by your imagination. You wear the vivid green jacket now with a white dress, now with a tawny yellow skirt. The white sinellic jacket you put on first with blue shantung, the next time with rose. A red

jacket appears with white or navy-blue. A brown jacket with white, or pink, or yellow. Now and then, you swear allegiance to a monotone effect and let your jacket match your dress or skirt. Occasionally, you manage more variety by changing the belt.

You should make up your mind to include several of these jackets in your summer wardrobe—in different colours and of different stuffs. One must have the short, gilet line that is newest of all; one the manish tailored revers that go so well on boats; and one should be a funny little bolero that is unlike anything worn by any one else. These jackets fill the place, in our hearts and our wardrobes, of the old cardigan that we all adored. They are the newest and most characteristic feature of this summer.

- It's practically all sleeves, this bolero, "Frondeuse" of apple-green jersey, and it's deliciously cool with a white toile de soie dress; jacket from Best
- The newest jacket is the gilet-jacket (on seated lady). This is of flax-blue lightweight wool; Hattie Carnegie
- Merely an excuse for a jacket is this vivid green jersey bolero, "Pour Changer," worn with a white sinellic dress
- Here's a white shantung dress with its own jacket—half-bolero, half-cape. It covers the shoulders after a fashion



- Blue anchors aweigh on white piqué. It's a jacket and dress suit called "Toulon," and it is absolutely washable
- The lady deep in conversation with the man accents her red-and-white piqué dress with a jacket of red piqué. This is called "Buissonnière"
- That stout stuff—linen crash—is mannishly tailored for this suit, "Bar du Soleil," (lower right) that has a white blouse
- Here's another tailored jacket—made of navy-blue piqué—, worn over a white piqué dress, and it's called "Au Sable"



SONIA, PARIS

Lunch on a loggia at Versailles

- This table is arranged on the loggia of the house of Monsieur Paul-Louis Weiller, which opens onto a vista of the Park of the Château of Versailles. It is decorated with white tulips, Chinese porcelain rabbits, and green glass cabbage dishes, for an informal summer lunch
- The photograph on the opposite page shows a table on the loggia of the French village house of Tony Montgomery, Esq., at Feucherolles

IMPROMPTU SUMMER MEALS

As seen by Him



SONIA, PARIS

CHECKED OILCLOTH AND BIG DECANTERS

THE summer hostess must be a resourceful person. Her problem is not so simple as that of the town hostess, who is not confronted with the same surprises. In town, one knows exactly who is coming to lunch or dinner, and the cook knows exactly what she can get in the market, for days in advance. But the country hostess never knows who is coming, due to the present fashion for taking liberties and bringing on any number of extra guests at the last minute, a custom complicated by the food problem, which has to be thought out with infinite care because of the uncertainties of country markets.

The imaginative hostess finds short-cuts, however, to bridge these unforeseen occasions, and we will follow her, hand in hand, as she faces some of the most usual dilemmas.

One of her chief concerns is the prospect of an unlimited number of guests. The Sunday lunch-party or the Saturday dinner-party—meals usually planned for a certain number of persons—frequently turns out to be a “crush,” because, at the last moment, her neighbour phones to say that she has four extra people stopping with her and would like to bring them along. Of course she can, says the hostess, with a forced smile at the other end of the telephone (but she makes a mental note to pay her back in her own coin at the first opportunity). So the dinner-party of twelve, just the number of people she can fit comfortably into her dining-room, may become a party of any number up to thirty, and all idea of playing the perfect hostess and serving a dinner that is not beyond the possibilities of the household staff and the pantry equipment, not to mention the temperament of the cook, fades into the limbo of forgotten things. Our hostess sighs, casts her eyes to heaven, and breaks the news below stairs, like a general on the eve of battle.

She knows that out of such scattered groups of guests, a good many will be late, and the dinner which was scheduled for eight-thirty will begin at any time, with luck, up to nine forty-five. But she has an idea. She makes a cocktail-bar out of a long table covered with one or more oilcloth table-cloths, in a colour that goes well with her

room, and this table is spread with cocktail glasses, shakers, and all sorts of things to eat. This arrangement kills two birds with one stone—it feeds the animals and puts them in good humour, for otherwise those who arrived in time would feel disgruntled at having to wait so long for dinner, and it allows her to cut the menu a course or two, because of the good start the guests have had at the well-supplied buffet. This plan applies equally well to lunch or dinner; and the long table can be set up on the terrace, on a warm summer day.

On this long table, along with the glasses and drinks, are placed heaping bowls of potato chips, olives, and nuts; plates of cheese, cut in little cubes; baskets of biscuits and rolls; dishes of sliced German sausages, hard-boiled eggs, radishes, and similar things, for lunch. For dinner, our hostess substitutes for the eggs and sausages something a little more luxurious, like pots of caviar or slices of melon, which are easily served from the buffet. In fact, any *plat* that will, more or less, take the place of a first course can be presented at the buffet with the cocktails. Cups of cold *madrilène* also are suitable for dinner.

Seating so many people necessitates small tables instead of one large one, for, as every hostess knows, you can crowd twice as many people into the same room if you put them down at tables arranged for six or eight. By using those smart and comfortable little modern chairs that fold into a nest, instead of the more spacious chairs of the house, still more space may be economized. I can't think why more hostesses do not store away several dozens of these chairs to use on the countless occasions on which they are indispensable.

Since the repast has already been begun at the bar, the soup course, if it is dinner, should be omitted, and the meal started with the fish. Cold lobster is excellent, for it can not be spoiled if kept waiting, as it is sure to be. Also, there is the cook to be thought of. No cook can perform miracles, and the perfect five-course meal at the back of the mind of the good housekeeper can not be achieved smoothly, even in a big household, (Continued on page 86)

SUMMER HOLIDAYS

By Gretchen Damrosch Finletter

EARLY spring begins the great American indoor sport of asking one another where we are going for the summer. The curious part of this is that, though we evince the most tremendous curiosity about plans, no one is interested in hearing later if the plan was successfully consummated. When an enthusiastic attempt is made to recount the big trek, the conversation is shifted to the probable route of a winter holiday. We Americans love our own plans, and we will listen to others on the chance that we might get a useful tip, but we do not want somebody else's travelogue.

The American wife usually plans the summer trip. Sometimes, she begins her schemes on the heel of last summer's holiday, when her husband still remembers its joys and is not yet caught in the jealous arms of his mistress, Business—omnipotent, holiday-spoiling Business, more inscrutable than the Mona Lisa, who completes the triangle in the American wife's otherwise happy domesticity.

But the while the wife plots and plans to win her husband from his real love near Wall Street, she has her other battle of how to satisfy Junior, Sister, and Baby. These three invariably want to do exactly what the other juniors, sisters, and babies are doing in other families, and there is that final complication of Nurse, who doesn't want to fall in with any plan and has a good grouch to boot.

Some one in the family is always the victim of the summer holiday. If four members return to the city robust and refreshed, there is a gaunt and haggard fifth who has arranged it. He or she has bought tickets and changed sleeping accommodations over every country in Europe or has planned how the car could be at the golf course and swimming pool simultaneously and how lunch ordered for four at one o'clock could be eaten by seven at three o'clock. These last are well-known mathematical figures for the month of August.

Often, a wife succeeds in rushing her husband onto a boat, on the ground that he is so exhausted that he will have a breakdown if he does not get away on a sea voyage. Here, the husband fools her. Two days out, and he is sitting up till four in the morning with other tired men throwing confetti at beautiful fellow voyagers, while the wife wonders how her health will survive till she sights Havre.

The great weakness in our holiday planning lies in the fact that, whoever tries to solve this pleasant time, plans it for too many to have too much. The obvious place where sister will meet boys and father find golfing competitors and mother have freedom from housekeeping may prove to be a hell on earth in other respects.

If contrast gives the colour to life, we do not need constantly to see so many people all twelve months of the year. A man once went for a week-end to a house in the country where two beautiful actresses were staying. Full of excitement, he rushed down to breakfast the next morning.

Two extremely plain girls, who barely bothered to shake hands with him, were standing on the lawn.

"We are here to rest our faces," they explained as he gazed with amazement at their unvarnished countenances.

I am not a fashion specialist and to my sorrow know very little about beauty hints, but I wonder if a face eventually wears out—like a piano. One's soul is supposed to need renewing, and many are the good Catholics who go annually to a retreat. The European restores his body at a cure, in a series of ingenious ways. But we Americans have not developed cures, we are gregarious, and we dread above everything solitude (delicious, poetic word).

I remember as a child sitting in the front seat of a carriage and watching the steaming backs of the horses and the wheels of the carriage going into the ruts in the road and in their turn making new ruts. It was part of long, endless afternoons when horses had to walk up-hill and the only sound was the faint creaking of their harness, while time stretched ahead as endlessly as the road. It was dull, but, if one sat long enough, a queer enchantment began, and one became part of the lovely summer twilight.

The fear of boredom is the terrible beast that stalks us, and, yet, out of boredom often comes the best of comprehensions. It is like a party at which, if one stays till after midnight, the shank of the evening begins. So, if one goes through a certain stage of ennui, the game becomes worth the candle and the beast is changed into a blessing.

We kill time, fill time, and spend it, but rarely do we cherish it. What we want we want quickly, and what we want actually takes a long time to build up. I know many women who, on a return from Europe, go into wide-eyed ecstasy over the old places and the peace of it all—and yet on the same day will ruthlessly destroy, sell, or carve up what might bring the same fascination into their lives.

European women do not mind uneventful weeks succeeding one another, with an occasional neighbour or guest to vary the quiet. The theory that, if one sees the same neighbour or guest over and over again, one will eventually be forced to talk about something interesting, seems a tenable one. Having gone through the usual conversational openings into acquaintances, one reaches by agreeable steps the charmed positions of friendships or love. The European clings to the amateur status of sport and has the same amateur ground rules for personal relations. We do not find the time to observe these rules, and, therefore, the games of friendships or love are not played nearly so well in our country. For fifty-two weeks of the year, we hit one another like misdirected billiard balls in a series of enthusiastic contacts that leave us at the beginning of the fifty-third week unadvanced and slightly battered.

Reboux



VIONNET—JAY-THORPE

Gay field flowers—poppies and daffodils—flutter across this Vionnet chiffon dress to wear around your garden, but not around the countryside. Reboux's big, floppy hat is of paper panama. Rodier table-cloth of embroidered sinellic; Desny silver bowl

In fashion's fields, the poppies blow



SKY TERRACES

Country estates in New York



MATTIE EDWARDS HEWITT

- The aerial garden of the apartment of Mr. and Mrs. Arthur Kerrigan (above) is planted like a country terrace with a thick hedge of clipped privet and with vivid petunias, geraniums, and sweet alyssum in the large pottery jars
- Mr. and Mrs. Walter Hochschild's upper terrace (left) opens off the ballroom and looks down on Central Park, far below. The green tile floor can be waxed for dancing. The furniture is of metal. Flowers bloom in season. Annette Hoyt Flanders, landscape-architect



- This end of the Kerrigan's roof-top estate (left) is dedicated to the sand-box of the son of the house. Here, tulips, pansies, and bachelor buttons flourish successively against a background of dwarf apricot and pear-trees. Woven French fencing makes this airy spot a safe and private playground
- The walls of the Kerrigan's penthouse (below) have been painted in a soft terracotta shade, and the trellis is blue-green. Silver lace and wistaria clamber up the walls, and a large clump of rhododendrons grows in the corner. The awnings are in brown, and the furniture is peacock-blue and yellow. Amy Richards Colton, decorator



Blondes

- Miss Nancy Yuille has found rose a becoming accent for a dark costume. Having honey-gold hair, she can wear yellow with great success.
- Mrs. Allan Ryan, junior (extreme right) is a blonde who knows the effectiveness of white notes. In string colour, she is all one lovely tone



Blue-black hair

- Mrs. Alexander McLanahan's blue-black hair calls for definite, striking colours, like those in this Norman Hartnell satin dress, to give a dramatic effect. White and pale pink are other effective colours with this type, but baby blues are too characterless, and pastel-green is too obvious

Auburn hair

- Mrs. Adrian Iselin accents the lovely colour of her hair with a deep yellow-beige. Other good shades with this colouring are copper, vivid emerald-green, and brown tweeds in the country. And, contrary to old theories about colour, every smart red-haired lady now has a pink frock



White hair

- With Mrs. Edward S. Cowles' beautiful white hair, salmon-pink is perfect, or pervenche-blue for evening.
- Mrs. Rockhill Brevoort Potts's delightful contradiction of white hair and young face (below) is smartly accented by the rose accessories and her blue-and-white costume

Becoming shades for five types

BEFORE the changing tastes of the new decade, all clichés have gone down. Clichés of speech, of behaviour, and of dress are found laughable by the vivid people who are running things to-day, who will not even permit the cliché of calling themselves smart people. And in their category of bores comes the cliché of colour. Blondes are destroying all tradition by giving up their inevitable Alice-blues and matching their lemon coloured hair with lemon coloured laces; raven-haired ladies dare to wear shades formerly mortgaged by blondes; white-haired beauties make a background for their hair of British-red-coat red and hydrangea-blue. Even *châtains* are on wearing terms with pink.





BUFFOTOT, PARIS

THE NOAILLES HOUSE-BOAT



THE VICOMTE AND VICOMTESSE DE NOAILLES

WHEN summer comes to Paris and the season is just breaking up, the fishermen, tourists, lovers, sous-lieutenants, and Printemps delivery boys who hang over the bridges that arch the Seine, all pause a little longer than usual to observe this snug craft anchored so cosily alongside the quai. One of the neatest and prettiest little house-boats ever seen, just like a toy, all complete with a gay little awning and shiny green shutters at its windows. It belongs to the Vicomte and Vicomtesse de Noailles, and they use it in the summertime for cruising up and down the rivers and canals. Inside, it is fitted up as a house-boat should be, not quite like a house, because it is more snug, and yet not quite as nautically as a regular seagoing yacht. Here is an idea, and we serve it up to you, hot from Paris. What with holidays being such a problem, and new places so difficult to discover, and romance in this world at such a very low ebb, why not emulate this charming young French couple, hitch your own summer to a house-boat with shiny green shutters and spick-and-span curtains at its windows, and take to the rivers for a long, leisurely ramble, just as the Southern show-boats do?

The Vicomte and Vicomtesse de Noailles spend much of their leisure time cruising through the lovely waterways of France, in their comfortable house-boat, which was decorated by Jean-Michel Franck. It is shown at its mooring in the photograph at the top of the opposite page



The lower photograph on the opposite page shows the Vicomte and Vicomtesse dressed for cruising. The Vicomtesse has many varied interests, including a house in Paris done in the modern manner, with an interesting garden laid out in modernistic style and reflected by mirrors

The photograph at the top of this page pictures the small salon, like an enclosed deck, which is sealed in white lacquered woodwork and decorated with blue curtains, blue carpet, and blue cushions. The comfortable wicker chairs are unusual in their modern design and are extremely smart



Jean-Michel Franck has used humour and imagination in the decoration. The style of the dining-salon (right) hovers between the eighteenth and twentieth centuries, with modern wall panels by Christian Bérard, gilded motifs, and white dining-room chairs upholstered in petit point

The cabins on the house-boat are upholstered and hung and lacquered in white, giving a refreshing, modern effect that seems well suited to the sea. The one illustrated at the right has the compactness typical of a cabin, as well as the charm that one would find in a well-appointed bedroom



Shipshape and gay—but not at all fancy—is this wicker deck furniture. Blue-and-white suède cloth—washable and water-proof—covers the cushions of the sofa and the amusing anchor chair, as well as the top of the table; Grand Central Wicker Shop



J. PAGES 31



The seagoing ladies getting a light have gone in for the cup-winning nautical colours—blue and white. The all-white crêpe suit is by Schiaparelli; from Bergdorf Goodman. The blue woollen jacket and the white crêpe dress are from Peggy Hoyt

The magnified cigarette lighter shows it won't miss in a high wind. It and the lighthouse shaker are from Abercrombie and Fitch. Ice-pail and glasses from Macy's. Yacht napkins; Mosse. Marine decanter; Gilman Col-lamore. Tall glass; Macy's

S. O. S. FOR SMARTER YACHTS

A HOUSE is the province of woman. A house-boat belongs to a couple. A boat is strictly man's. The average yachtsman is wary of feminine intercession in the decoration of his boat. He goes on the principle that, on the high seas, the female's little touches are more deadly than the male's. A perfectly sound principle in its way, but the fact remains that, whereas most good houses are more or less up to the times, the interior of the average yacht from Bar Harbor to the Golden Gate is dated about 1914.

These powerful new engines throb beneath heavy dark mahogany, and soft, rich rugs still smother the floors. To look at the fancy hardware side-lights with little georgette candle-shades, the damask curtains held back with early limousine tassels, or the gladioli in the silver vases, you might be at Cowes the summer before the War. The cabins are as impersonal as hotel bedrooms, the saloons are stuffy with Long Island chintz or reminiscent of Wall Street offices with heavy bronze lamps and smoking-stands, and sporting papers still report ecstatically that a new yacht "is just like a country home."

Fortunately, a new era is dawning in sea-going decoration. The new engines take up much less space, and the living quarters are large enough to do something with. The George F. Bakers' yacht, which is finished to the last detail in the most perfect taste, has huge navy-blue leather cushions on the after-deck. The interior of the Arthur Vining Davis' *Elda* is done in light woods. As you come up on their deck, you get the impression of bright, bright blue on wicker chairs, and there are splendid modern aluminum grilles in the dining-saloon.

On the new *Corsair*, the Morgan boat, the engines seem to take less space than they did on the first of the *Corsair* dynasty. The beds are all built-in, which is just as luxurious and infinitely more snug and nautical than twin beds of American Louis-Quinze. The Morgans keep up a (Continued on page 90)

Every inch of space is conserved in the pine-panelled yacht dining-alcove (below). Red leather upholstered benches have drawers for linens. Lights shine from under the cupboard and through the bull's-eye; Aguilar, Inc.

The two "cellars" below make the most of cramped space. The first has cribbed decanters and glasses under lock and key; Abercrombie and Fitch. The second has an ice-chest, real rail, and bin above; Aguilar, Inc.





A SQUAD OF LINEN AND COTTON FOR THE SPRIGHTLY

LOWER ROW, FROM LEFT TO RIGHT

- The eight dresses at the right are good for older women. The blue-and-white madras golf dress has a smart precision; Best
- For mothers or daughters is a dress and jacket of cream cotton mesh with drawn work and three-quarters sleeves; Lord and Taylor
- Dead-white piqué makes this dress and jacket smart. The scarf collar on the jacket may be worn open; the Tailored Woman
- Brown and yellow dots are scattered on this white embroidered voile. The white collar and sleeves are flattering; Altman
- Let your eye light on this dark blue eyelet dress with piqué cuffs and a zigzag opening, which is very slenderizing; from Altman
- For piping town days, a brown tailored eyelet dress is smart, particularly when accentuated by white piqué; from Milgrim
- The three-fourth sleeves and ankle length are good points of this white eyelet dress for afternoon and informal dinners; Altman
- This eyelet embroidered frock in a lovely shade of blue has a double-breasted cut and afternoon length; Franklin Simon





UPPER ROW, FROM LEFT TO RIGHT

- At the left are eight frocks for the sweet young thing. Two-piece golf dress of white cotton poplin; red-and-black belt; Best
- Believe it or not, the one-piece white cotton dress under a red jacket has a divided skirt—perfect for sports; Lord and Taylor
- The square-necked linen mesh dress in white or pastels has a sporting temperament, but looks well as an onlooker; Best
- Cottons and linens have come to town. This black-and-white frock and the white jacket are made of heavy linen; from Milgrim
- Another New Yorker is the blue-and-white linen Contempora print plus a white jacket, with a short square cut; from Best
- This frock of green Contempora print with a white design has short sleeves, a peplum, and a square neck-line; from Best
- Beau-catching cherries are embroidered on a white organdie dance frock, with ruffles at hip-line and neck-line; from Best
- For summer evenings is this Durene white cotton net dress with red polka-dots and a bunch of cherries; from Stein and Blaine

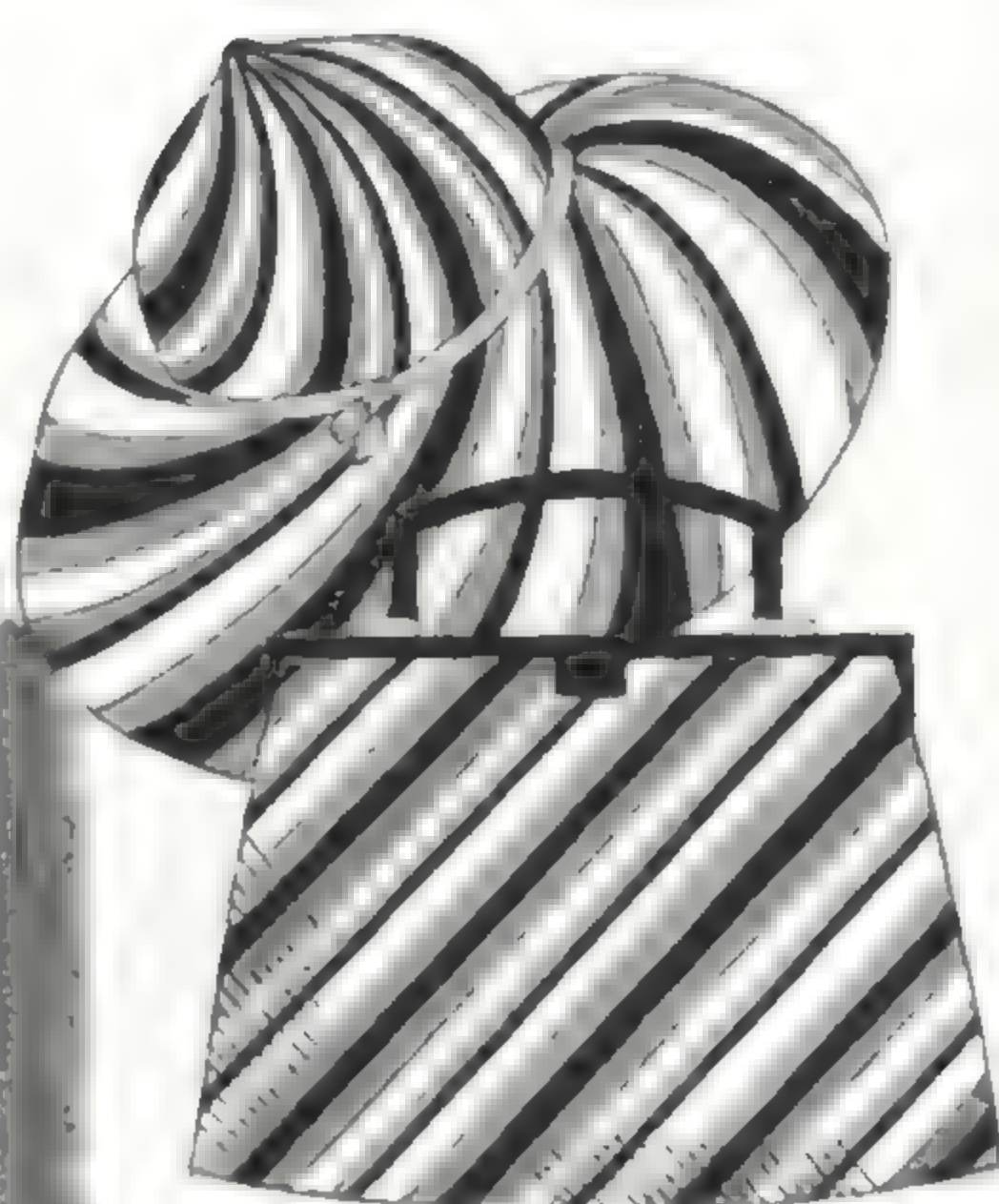


A PHALANX OF COTTON AND LINEN FOR THE DIGNIFIED

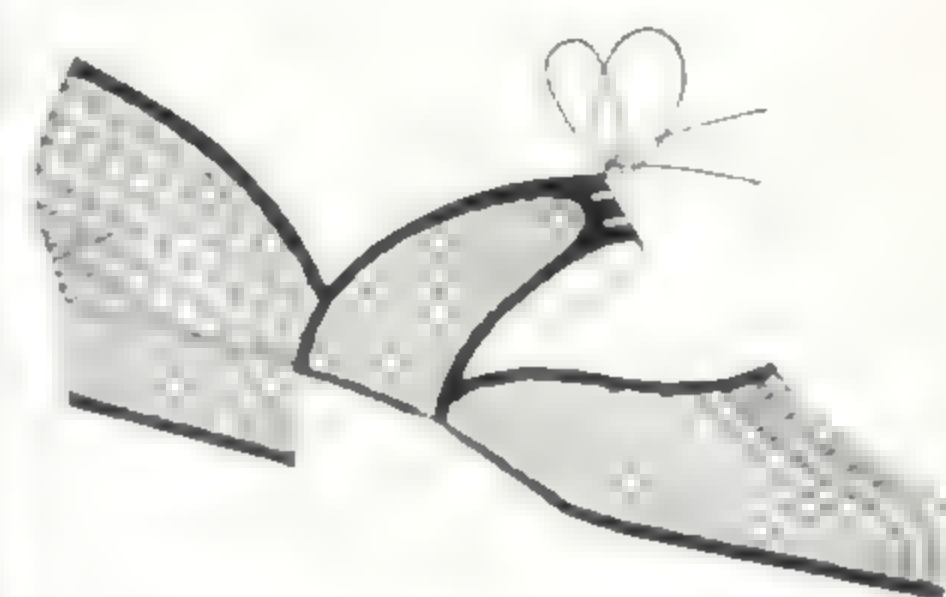
FINDS OF THE FORTNIGHT



Schioparelli's knit clip sweater, beret, and socks from Saks 5th Ave.



Yellow, beige, and brown linen beach accessories; Hermès



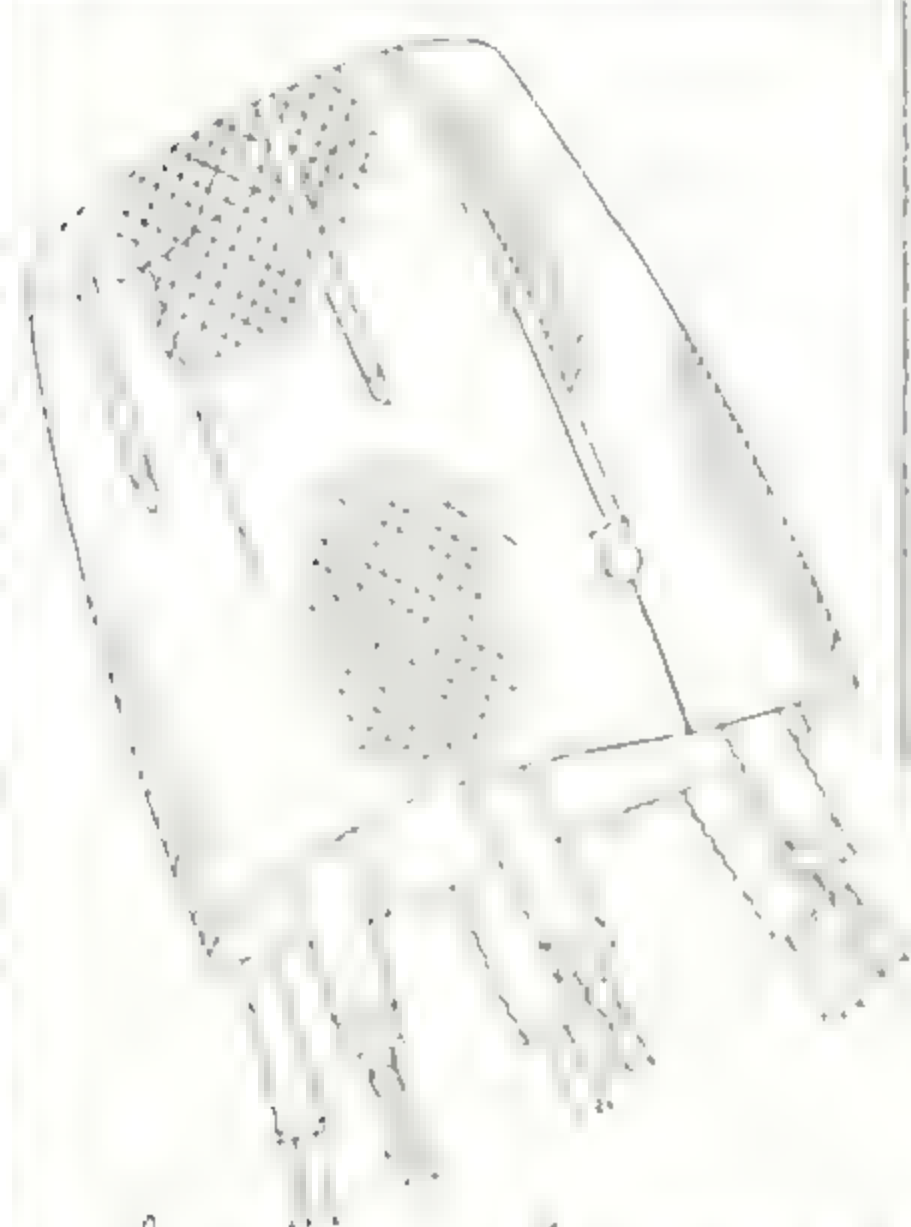
Blue-and-white checked cotton beach pajama shoes; Point.



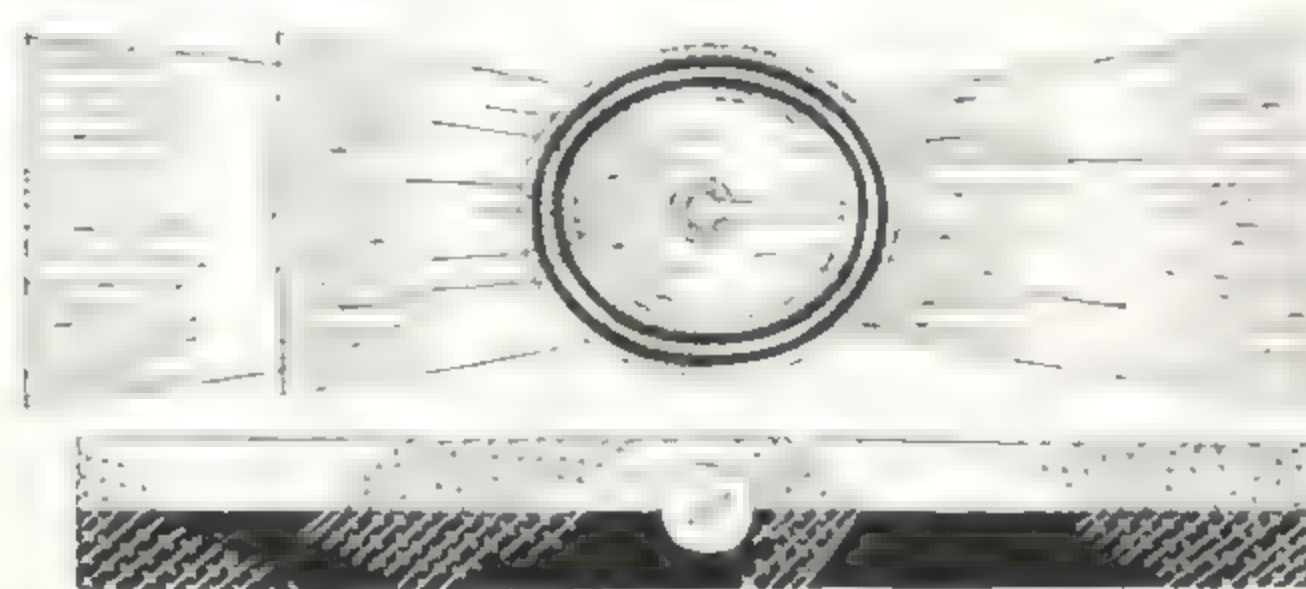
Crope sandals; Ragdoll Woodman. Informal evening pump; Philippon



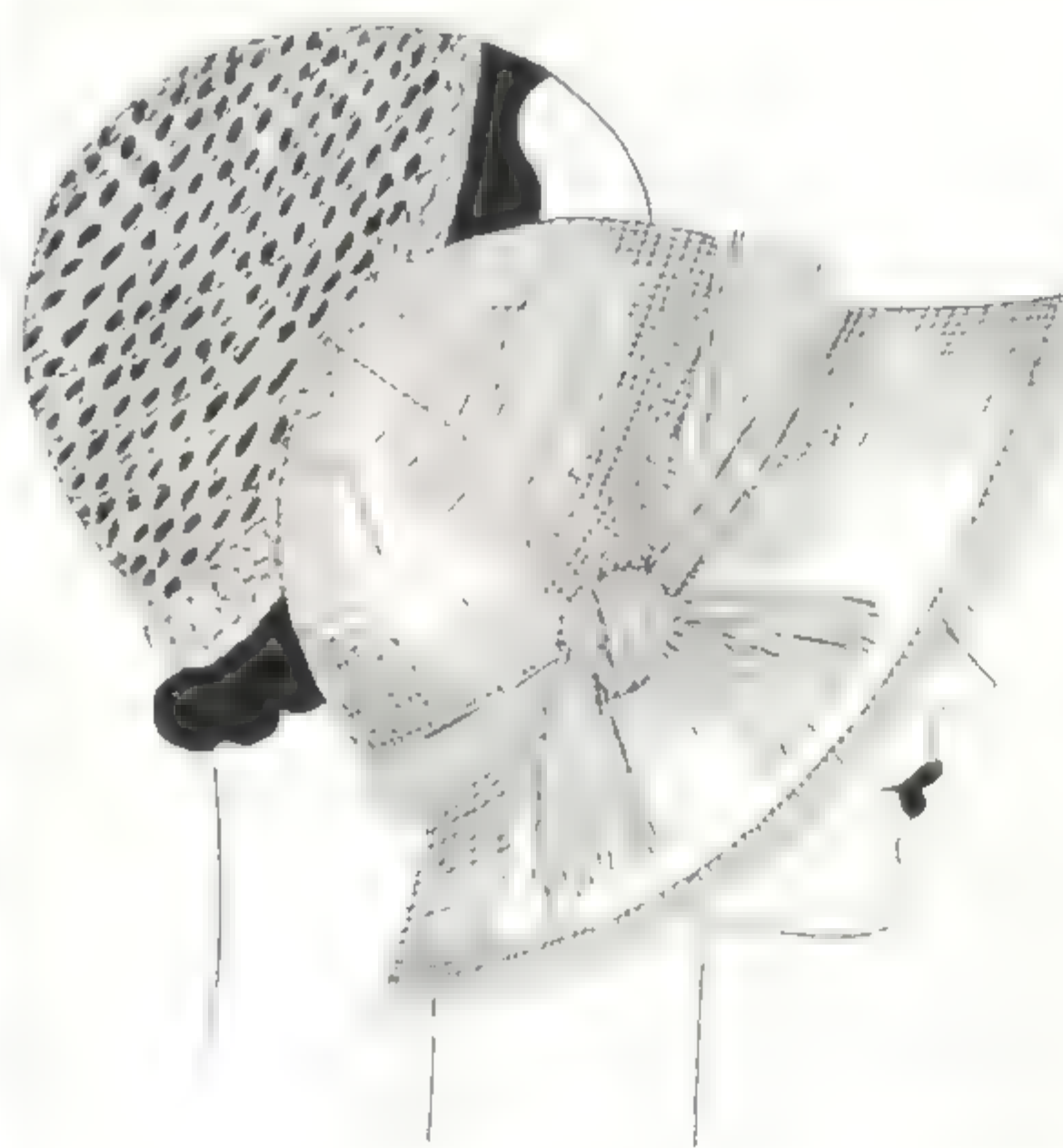
Blue jersey suit and bolero accented in red and white—worth seeing at Hermès



Envy jersey, Coriiss, silk jersey, girdle—it is at Saks 5th Avenue



White patent leather evening shoes and blue and white cotton string belt; Bust



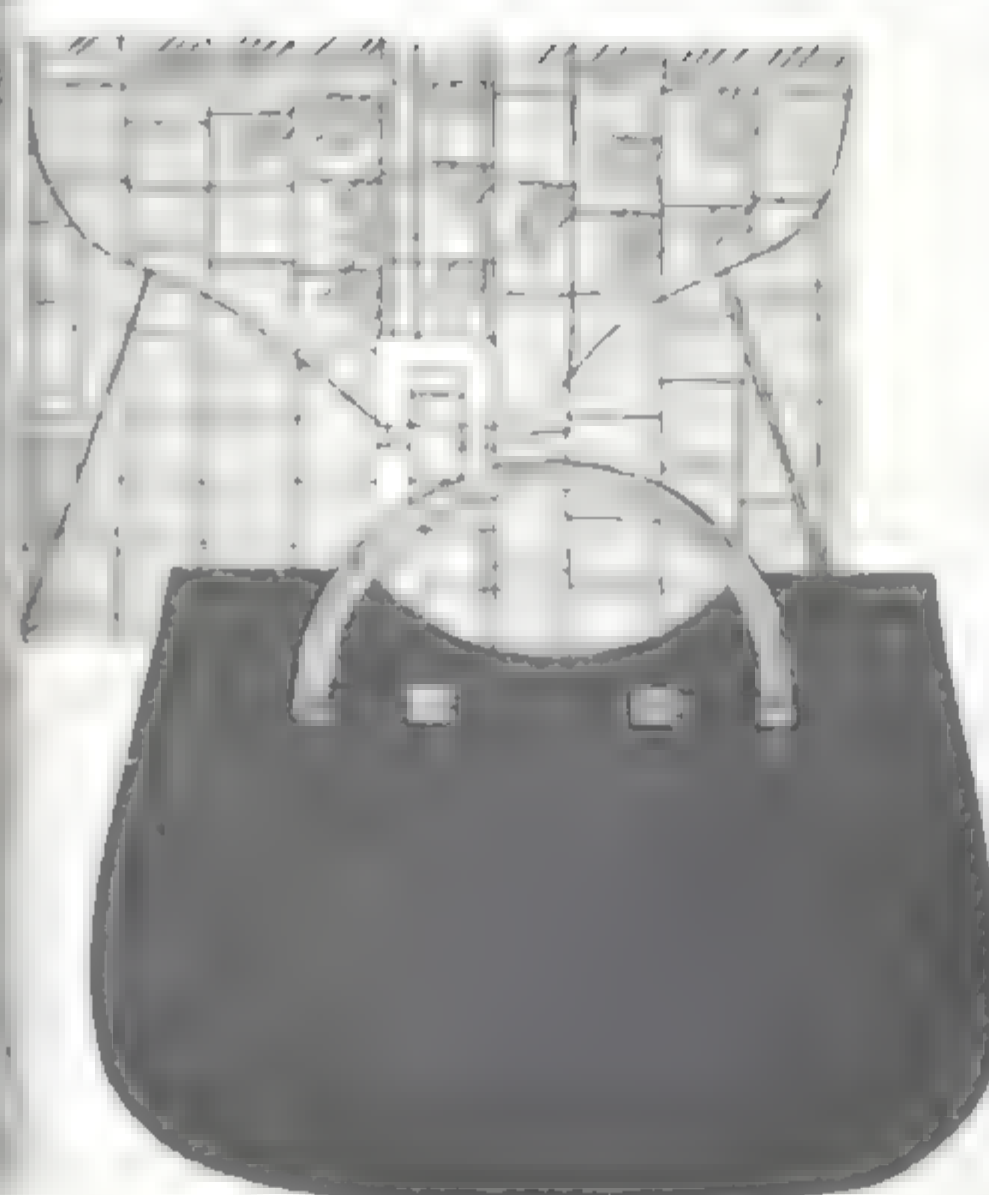
Cotton string beret and cotton cord knit hat; Best



Exquisite evening cape, pink, green and black chiffon; Bendel



White cotton piqué scarf and matching bag; Bonwit Teller



White alligator bag, Milgrim
Green leather bag Bonwit Teller



Silk jacquard nightgown and pink crêpe gown, separate cape; Rargère



Irresistible striped shantung dress, gown and cape; Best



Good week end gift: coloured linen breakfast bag set, Rargère.

The SMÖRGÅSBORD

Comes to America

"**M**IN *mage är inte bra.*" My first Swedish sentence, plaintive and faulty in construction, was learned in self-preservation. The long tables of *smörgåsbord*, stretched before the hungry and thirsty travellers, eager to adopt the atmosphere and customs of the country, had led us to attempt more than was wise.

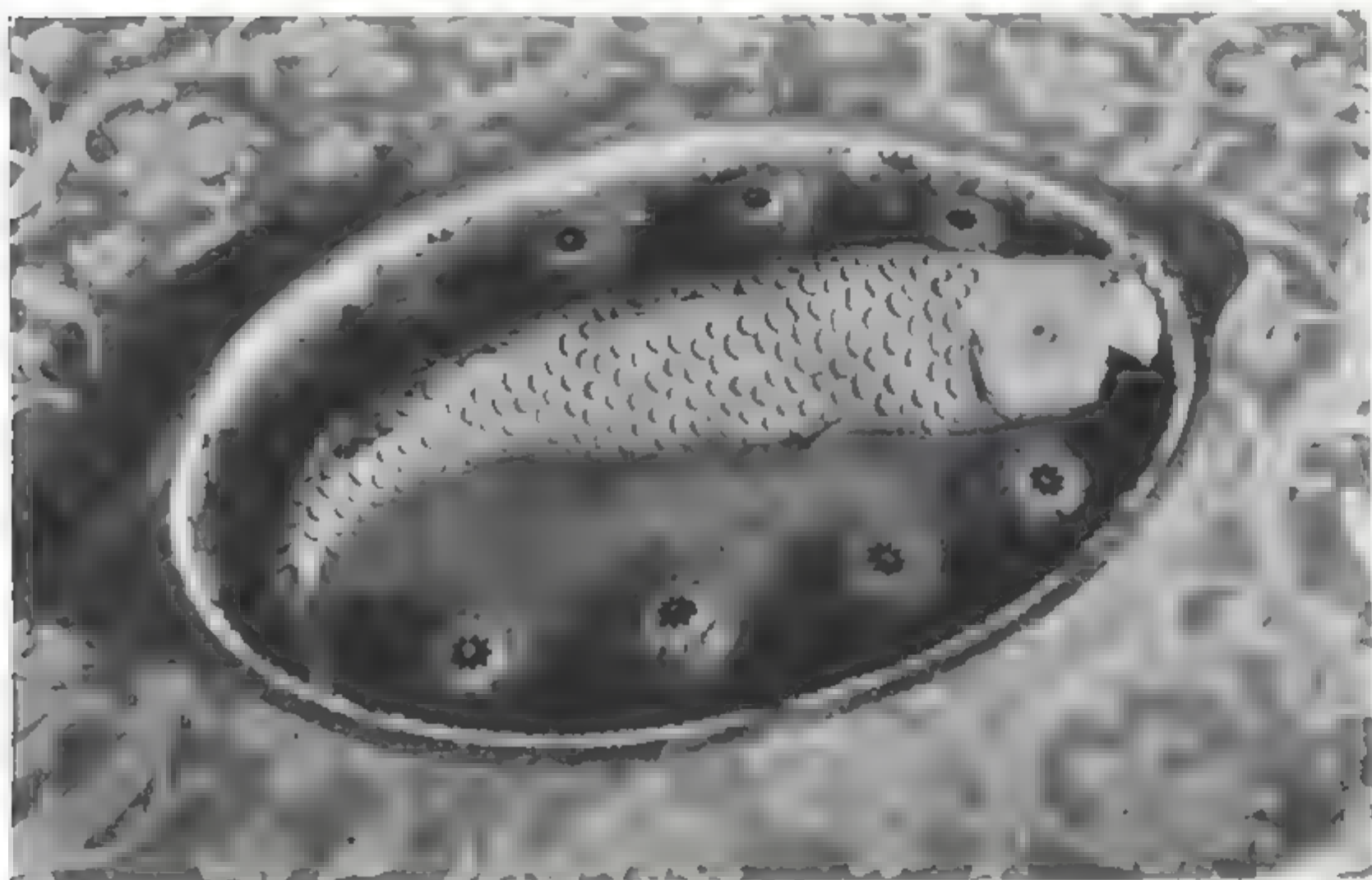
It was on one of the little Göta canal steamers that wend their way from Gothenburg to Stockholm that we found our first real *smörgåsbord*. Coming from a galley unbelievably compact, it was spread on a table at one end of the toy-like dining-salon. The *smörgåsbord* was in one of its most gracious moods on that little boat. The varieties were not as many as we were to find later on, but by far the most satisfying and savoury we tasted in Sweden.

One drew a plate from a tall pile at one end of the table and, close by, a knife and fork; helped oneself to rolled butter balls sprigged with parsley (and such butter!), leaning towers of *limpor*, dark bread, and *knäckebröd* (called health bread in America). Armed with these as a basis, one pressed forward. The feast began, and reason departed. Hot soufflés in round moulds, filled with creamed sweetbreads (we call them timbales); cheese soufflés in low baking dishes, like our custards; cold veal and beef fillet; *köttbullar*, tiny meat balls, without which no *smörgåsbord* is complete; a hot fish loaf, browned on the outside and cut in thick slices; baked tomato with round



pieces of *skorpor* in it; fish pudding; hot meat-loaf, surrounded with mushrooms in gravy (mushrooms, dried or fresh, are used with many things); omelettes with asparagus tips; spinach or mushrooms and ham; new potatoes with their "jackets on," boiled with dill in the water; hot chopped cabbage with sour sauce; and beef kidneys in brown sauce.

The salads were sweetbreads in small pieces with chopped eggs and chopped cucumber; red beets cut Julienne with apple cut the same way; small lima-beans mixed with a sour cream dressing; red cabbage cut fine with diced apple mixed with French dressing made with lemon and cream in it. A mixed vegetable salad with sliced eggs; cucumbers sliced very thin in sweetened sour cream dressing; cucumbers with Bermuda onions very thinly sliced in dressing; sliced sour beets; cold poached eggs with a yellow sauce and capers. *Räkor* with French dressing (these are like our shrimps, but smaller and sweeter). Radishes cut like flowers, with the leaves left on. Dill pickles sliced; tins of anchovies of all varieties, herring, slices of smoked salmon and cheeses—but not all of the



THE PIÈCE DE RÉSISTANCE OF THE SMÖRGÅSBORD



MARTINUS ANDERSEN

THE SMÖRGÅSBORD—THE SWEDISH NATIONAL SPORT—IN ALL ITS GLORY

various makes, kinds, and shapes which we were to see as we journeyed on, when the *smörgåsbord* grew and grew.

On reaching Stockholm, we beheld the *smörgåsbord* in all its moods, expanding and more sophisticated. Once, with childlike wonder, we counted forty-seven dishes. The arrangement of the food is done with an artistic sense and much symmetry. Salads, meat balls, butter balls, and all things possible are in pyramid form. Great stress is given to the garnishing, which gives an added power to attract the eyes, as well as the gastronomic organs. Among them are parsley and dill, the latter a fine, feathery green, with an intriguing and delightful flavour.

The things in tins seemed to multiply faster than we could analyse them. Anchovy fillets, *ostron* anchovies, which means in oyster sauce, anchovies in lobster sauce, *läckerbitar*, or titbits of mixed fish in lobster sauce, pickled herrings with slices of onions over them, herring in wine sauce and onion, and mackerel and salmon in oil. Caviar is always on a dish surrounded with chopped onion and egg. Cold meats of all kinds include Westphalian ham; cold goose breast garnished with cooked, cold, sliced apples

and prunes; also smoked goose breast; cold spare ribs, rolled and stuffed with prunes, venison and cold birds in season; little incubator chickens stuffed with parsley.

Goose livers are used and liver sausages and all other kinds of sausage. *Kräftor*, like small lobsters, are boiled with dill in the water, piled high on a platter, and broken with the fingers. Whole fish are jellied in aspic with nose-gays of dill and radishes in their mouths. Fish balls come ready in tins with lobster juice, heated in the juice, and a cream sauce added. These are now imported into this country and can be purchased at the Swedish shops at 841 and 554 Third Avenue, in New York City.

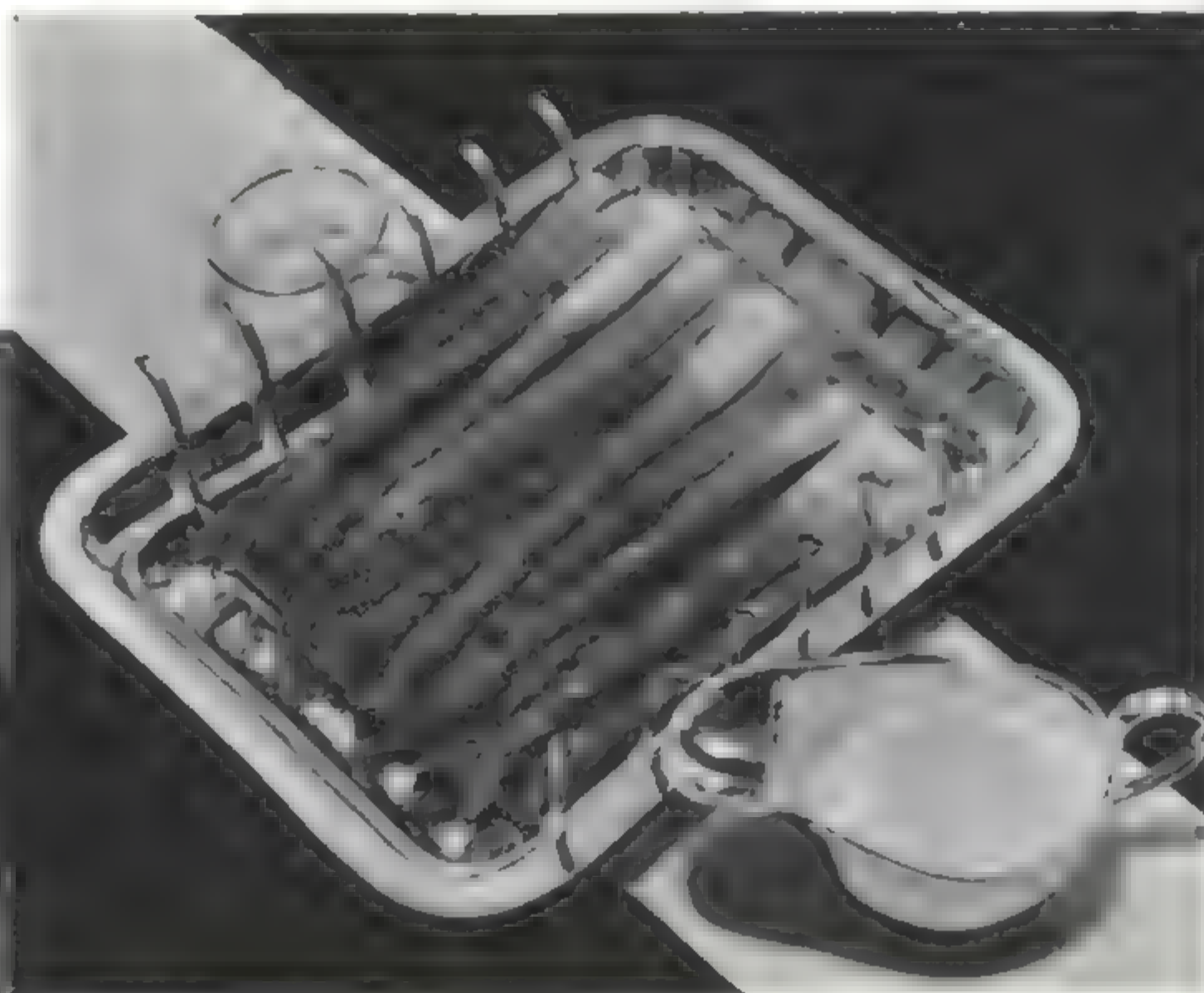
A great deal of calf's liver is used. One dish has a layer of rice, a layer of chopped cooked liver, melted butter poured over, and another layer of rice in a baking dish, browned on top. Creamed kidneys in baking dishes are covered with a soufflé. Many hot things are served in blazers, and there are little racks of hot toast.

Herring pudding vies with herring salad. Hard-boiled eggs are served cut in half with two fillets of anchovies crossed over each half; (Continued on page 82)

VOGUE

Goes shopping

for the hostess



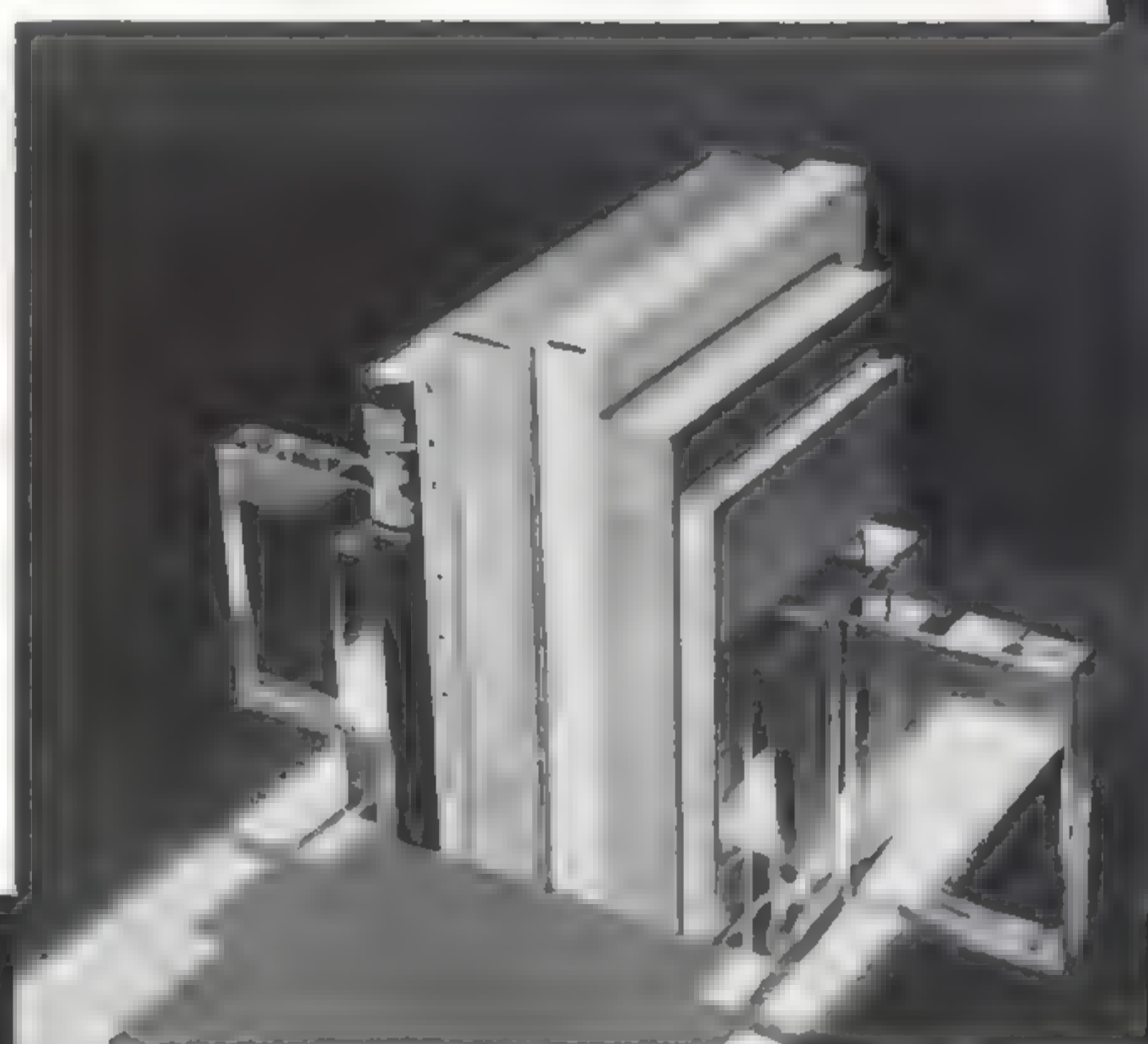
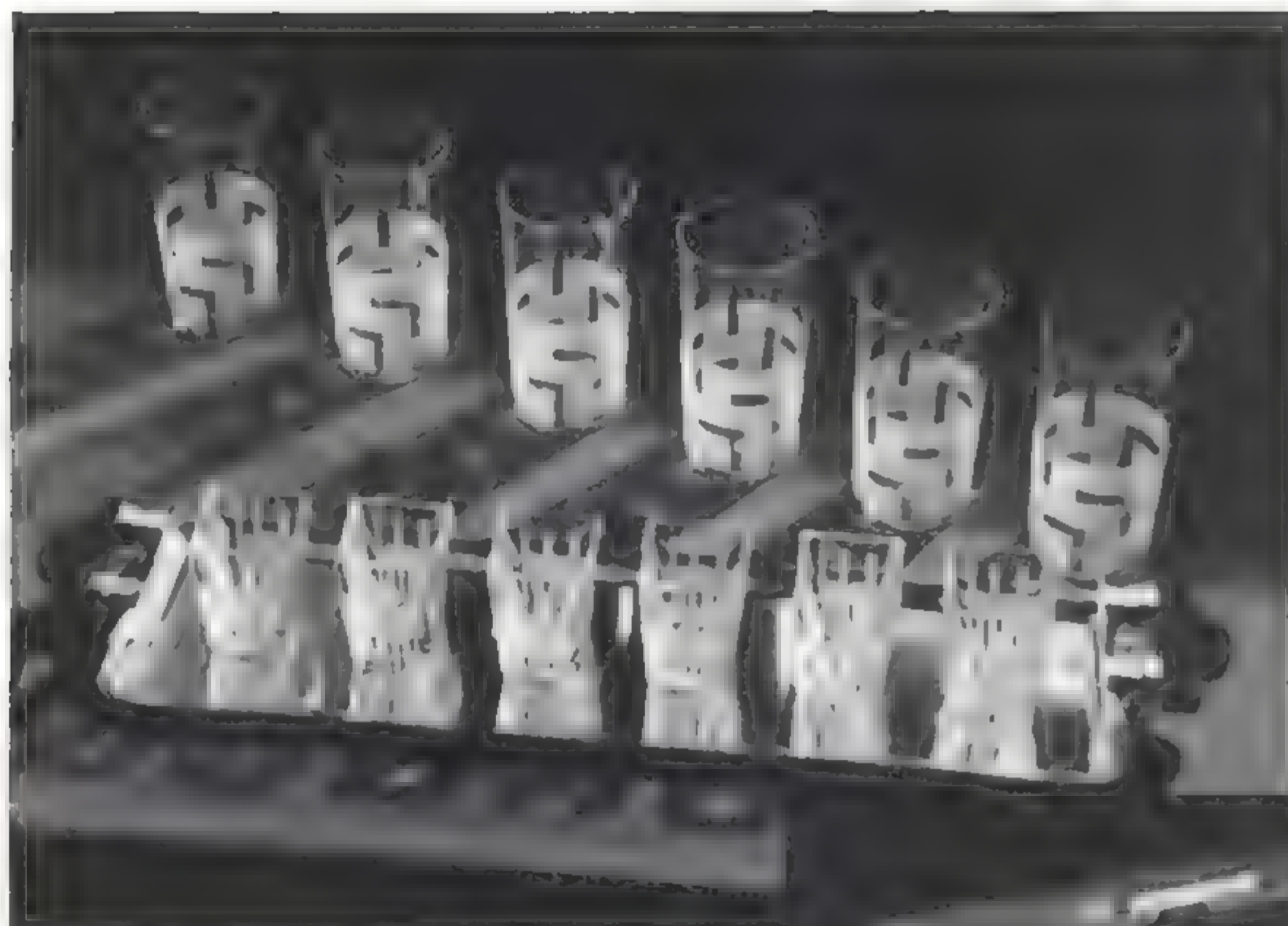
MARTINUS ANDERSEN

- This gay cream and lacquer-red breakfast set (upper left) is on a lacquer-red wicker stand that can be carried out onto the porch or terrace; from Mrs. Ehrich Company
- Fruit, and white flowers, and candles are all displayed in the effective modern metal centerpiece shown above; from Rena Rosenthal
- Here is a special container for asparagus (left) that provides a rack for draining, side gadgets to keep the stalks in place, and pitcher for the Hollandaise; Alice Marks
- This excellent wooden hors-d'œuvre tray (extreme left) has four pottery compartments of really adequate size; in a variety of patterns from Alice Foote McDougall
- Rumpelmayer's miniature caramelized fruits and nuts are arranged on beautiful silver trays with wooden handles. The silver and crystal pot will hold jam and marmalade; Les Arts Modernes

• The smart tall glasses (right) hold your high-ball in a modern manner. The square cocktail glasses are the epitome of chic. These are Jean Luce glasses, imported by Les Arts Modernes. The oblong silver tray, designed by Erik Magnussen, has handles of New Zealand jade; Black, Starr and Frost-Gorham

• The game set in its attractive box (extreme right) includes equipment for practically every game in the world, in smartly compact guise; Abercrombie and Fitch

• Crystal book-ends of exquisite simplicity (in the photograph in the middle) and modern books with chic bindings form an ensemble that appeals both to the connoisseur and the bibliophile. The book-ends are from Syrie Maugham; the books are from John Becker



• The miniature garden (above) was designed by Rubio, the former landscape-architect to the ex-King of Spain; Mrs. Ehrich Company

• This metal table (right) for garden or terrace has glass shelves to hold flowers, drinks, and cigarettes; pitcher and glasses with amusing horse design; from Mayhew Shop

WEEK-ENDS

On a limited income

ACCCEPT with pleasure arrive income limited six thirty Friday Signed Prunelle

Having sent your release certificate—release from the hot city, from domineering office hours, from carbon-monoxid, and crowds of hot, tired faces—you can breathe a deep sigh of pleasure. You are about to take off for country ozone, more or less country faces, and country sports! But it is important to come well-armed both in spirit and in clothes. No hostess wants a vegetable on her hands, who only looks picturesque. It is for you to decide in what you are going to specialize—the murder game, brainy bridge, spectacular ping-pong, golf, or tennis. It is up to Vogue to assist you where clothes are concerned.

First the bag. If you do not wish to spend a great deal on this, inexpensive black leather usually looks better than brown. Then, for swank, have a smart cover made with a monogram. One large, square bag holding everything is better than a lot of small bags traipsing behind, with benefit to many porters. The airplane luggage, which all shops carry, is smart, light, and not expensive.

Now comes the question of what to take. List all your belongings mentally—it will make the unpacking ordeal much less trying. Ask yourself, "Why am I taking this? Will I need it?"

If you play a violent game of tennis, take two tennis dresses. The new mesh which the whole world is sporting does not wrinkle, washes, is not expensive, and is altogether a fine product for sports and country wear. A good, inexpensive golf outfit is a man's shirt with short sleeves and a flannel skirt, or a dress of shirting. Smart golfers think you should not go sleeveless, no matter how hot the weather may be.

Since so many swimming pools have been installed of late, don't forget your bathing-suit, even if your house-party is not by the sea. If you look back to Vogue's June 15 issue, you will find a good many bright bathing-suit ideas. For the slim, a heavy white one-piece model is smartest.

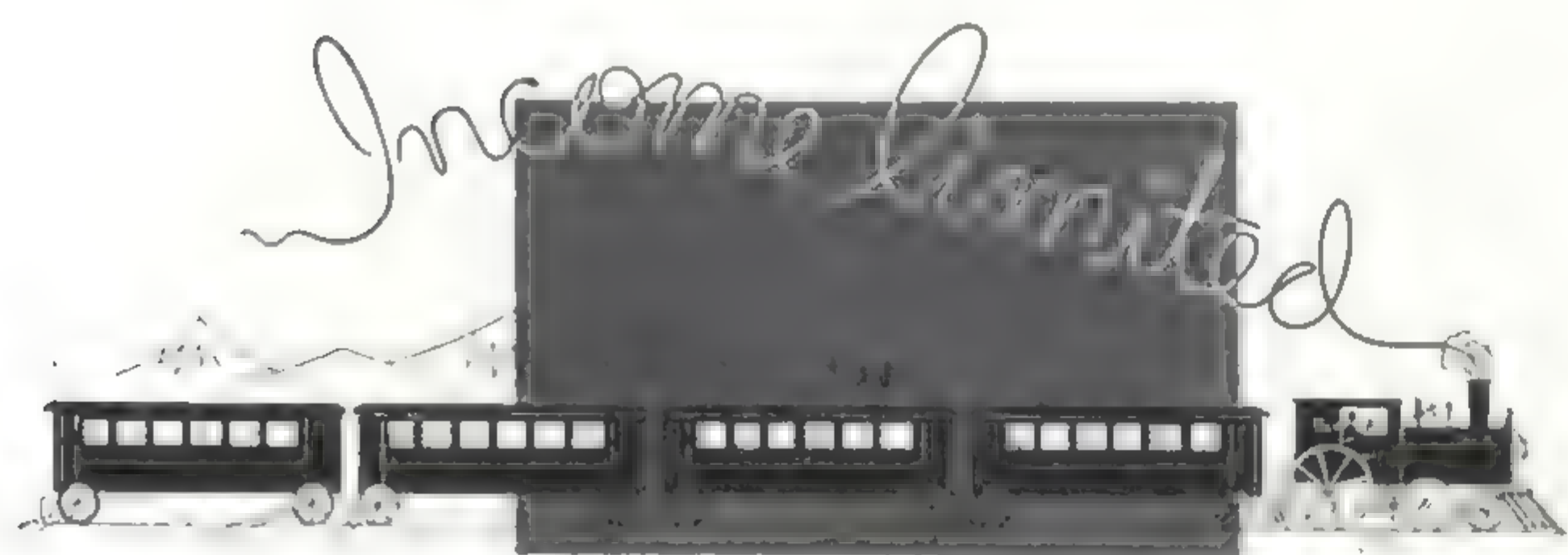
For Sunday lunch or Saturday afternoon fiestas, the Sunday dress illustrated (No. 7) is the best type to take



along. Chiffon afternoon dresses are not so suitable. Forget about them. This a point of relief for those of us who have to buy clothes at a price, because a badly made, cheap chiffon dress will always give you away, and it looks like a rag when pulled out of the bag.

You will need two evening dresses—one grand, one simple, or possibly simple pyjamas. Lace will not need pressing on arrival, and, therefore, the lace pyjamas shown opposite are good for Friday night. Another good Friday-nighter would be a printed shantung frock made sleeveless, with a short jacket or cape à la Chanel, or an ankle-length printed cotton evening dress—another 1931 notion. Our idea on the Saturday night dress is illustrated by No. 5, on the opposite page.

Now for shoes. They should be packed at the bottom of the suitcase, but not next to perfume, listerine, or tooth powder! It is not a bad idea to make several little shoe bags (red, white, and blue for daytime shoes) to tell which is which. For instance, in the blue bag, put one pair of golf shoes. It pays to put a little money in golf shoes, as they don't go out of fashion and last almost forever. I. Miller has some smart brown-and-white ones, moderately priced. In the white bag, put a pair for tennis. You can save on these. Best has some new linen ghillie shoes with crêpe rubber soles. Also, coloured canvas espadrilles are smart and cost only a bit over a dollar. For general non-sports daytime wear, put in the red bag a pair of all-white buckskin shoes, or black-and-white shoes with Cuban layer leather heels. If you have a white evening dress, why not indulge in a pair of new black satin slippers? They last well. Also, if you go walking with a beau across the (Continued on page 88)





1. The brown-and-white silk suit with fitted jacket and sleeveless belted dress is very good for travelling and costs under \$40; from the Tailored Woman
 2. Very smart is the white Lino belted coat for country days, as well as apropos for motoring to a dance, over an evening dress. It costs about \$55; Knox
 3. Lace won't need pressing on arrival. These white lace pyjamas with a lace jacket are perfect for informal dining. About \$60; Saks-Fifth Avenue
 4. The navy-blue silk, white polka-dotted dressing-gown is a good traveller and week-ender, and it folds into a compact case; under \$14; Bonwit Teller
 5. The white crêpe evening dress of Cheney fabric with scarfs falling in back and a red beaded ribbon belt spells allure. It costs about \$50; Best
 6. The high-necked tennis dress is smart. This white silk one closes with a large button and has cut-out armholes to give free swing; about \$17; Altman
 7. Simplicity is the charm of this Sunday lunch ensemble of white silk, with a braided brown-and-white string belt. It costs about \$19; Franklin Simon

SUMMER

Odds and ends



• One of the things that life in summer is not worth living without is the top-coat. Where would you be without something to button up in the wind? This one (extreme left) imitates a man's coat and gives you the broad-shouldered look. It is of a basket-weave homespun, in white or pale colours; Mrs. Franklin, Inc. A skirt may be ordered to match

• Omit the collar of your coat, this year, and you add chic. This coat (left, middle) has no collar at all, and all the more charm on account of that. It is made of basket-weave woollen the colour of cream and has a belt that nips you in nicely at the waist-line. The coat buttons neatly up to the neck in a diagonal direction. You can get it at Hawes, Inc.

• This coat is a little more formal, though just exactly as necessary. It is made of a new Meyer tweed that gives the effect of being knitted. It has the elbow-length sleeves that you have heard about as being smart for summer. This would fit well into summer night-life and cool verandas, as well as into the day picture; in pastel shades; Knox

• These are hats you can not do without. First, a Panama—shallow-crowned, brim-tilted, and patent-leather banded; Dobbs. Next, a rough straw sailor; Best. Last, a white wool Agnès turban with braided twists in front and a bit of a peak in back—the African inspiration; Bendel



• And now for shoes that you must have. Furthest left, the brown or black calf and white buck classic; Stetson. Next left, a shantung sandal for afternoon; in white or natural; Hanan. Third, an Oxford of white linen and black patent leather; Shoecraft. And fourth in order, the essential beach sandal of linen in white or gay colours; Stetson

INDISPENSABLES

you can't do without

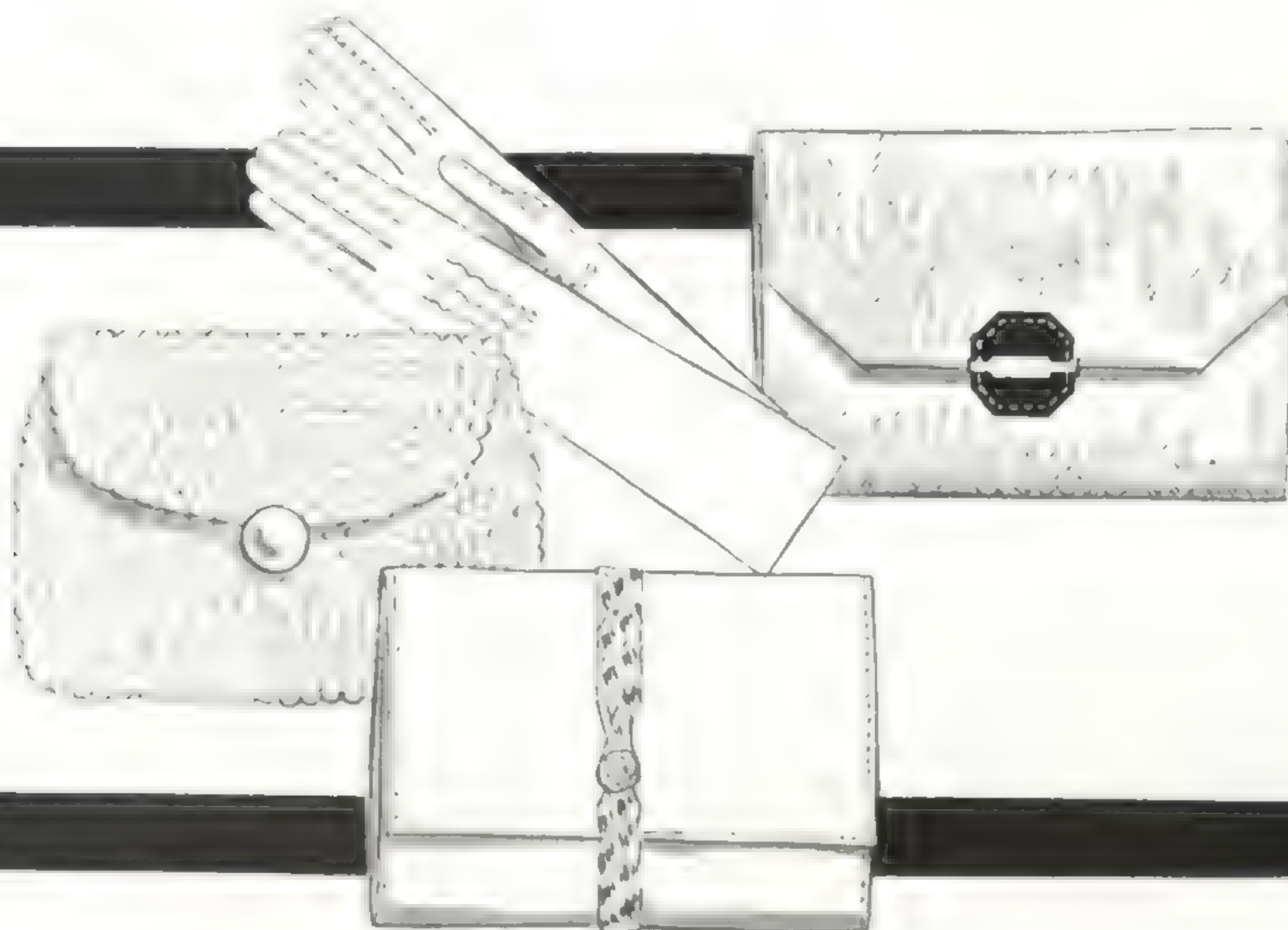
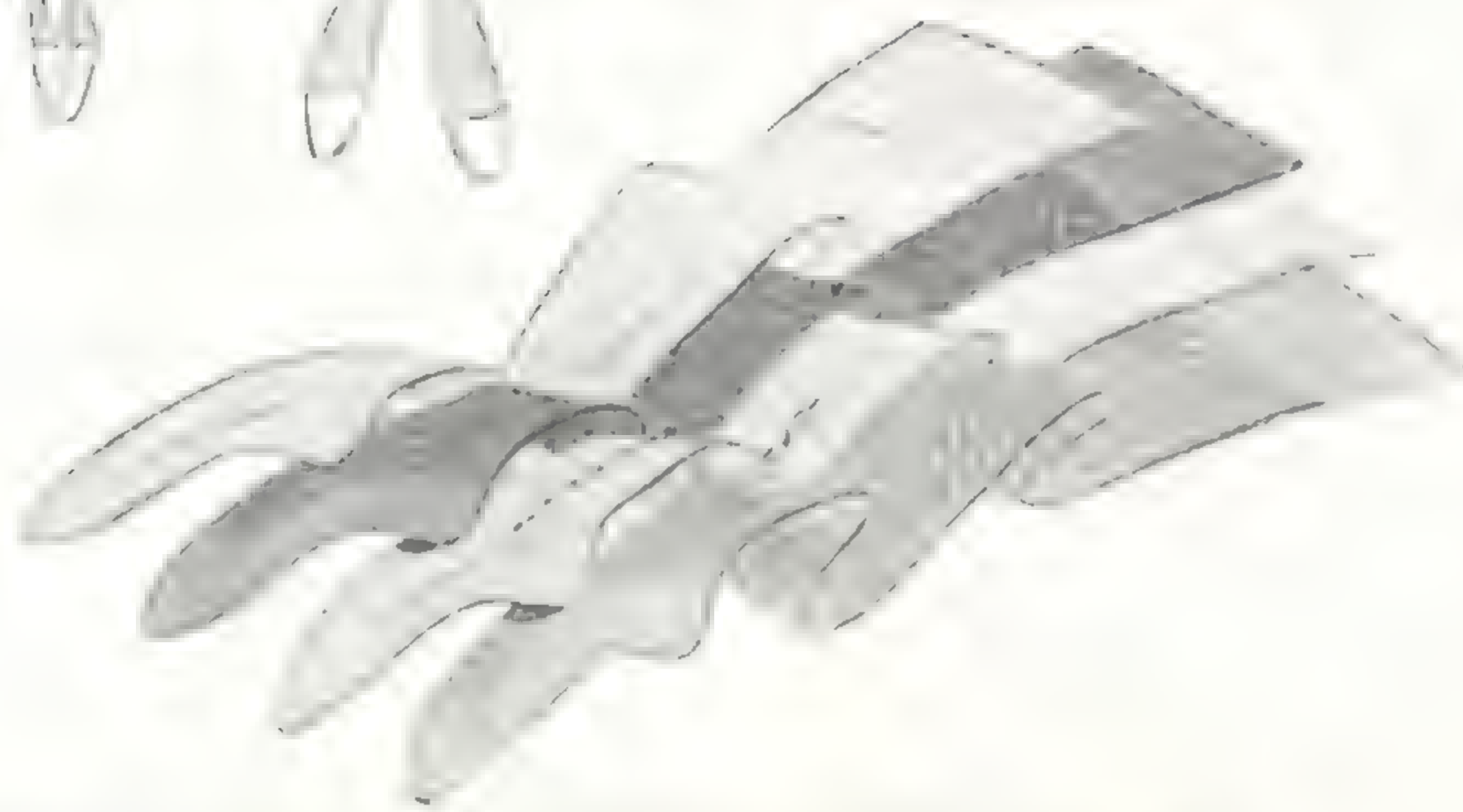
• You don't need to be told that the tennis dress is as much a part of summer as the birds or a long, cool drink. This Bruyère model combines practicality with lines that make your figure look its loveliest. There is the business of strangely cut shoulder-straps and a sash to give it an unusual look. It's of white crêpe; from Saks-Fifth Avenue

• And here (right, middle) is another dress with a hundred uses in summer. It is chock full of fashion points, having the short sleeves, buttoned closing, and braided string belt that are topics of sartorial conversation nowadays. The dress is of white crêpe, the belt in brown and white, and the whole indispensable business from Bergdorf Goodman

• The producers of "Fashion"—that midsummer smash-hit—have recently resurrected bouclé, an old favourite, which is expected to have a long and successful return engagement. This bouclé suit (extreme right) has a skirt, a pull-on sweater, and a jacket. It is in a pinkish beige shade with a simple design in contrasting brick colour; Dobbs



• These are the stockings for you for the months ahead. Left, "70-4-70," with a dull crêpe finish, in pale sunburn; Lord and Taylor. Next, big-meshed ones in sunburn silk; Peck and Peck. Third, evening stockings with clocks, in a silver-rose shade to wear with white; Peck and Peck. Fourth, lisle mesh stockings; from Franklin Simon



• And last, the accessories. A bag of white wooden beads; Sommers, Inc. Hand-stitched pull-on white suède gloves; Dobbs. A white linen purse; silver and black patent leather fastening; Hermès. And an envelope of white shantung held by a brown-and-white string cord; Nat Lewis

THE BARE NECESSITIES

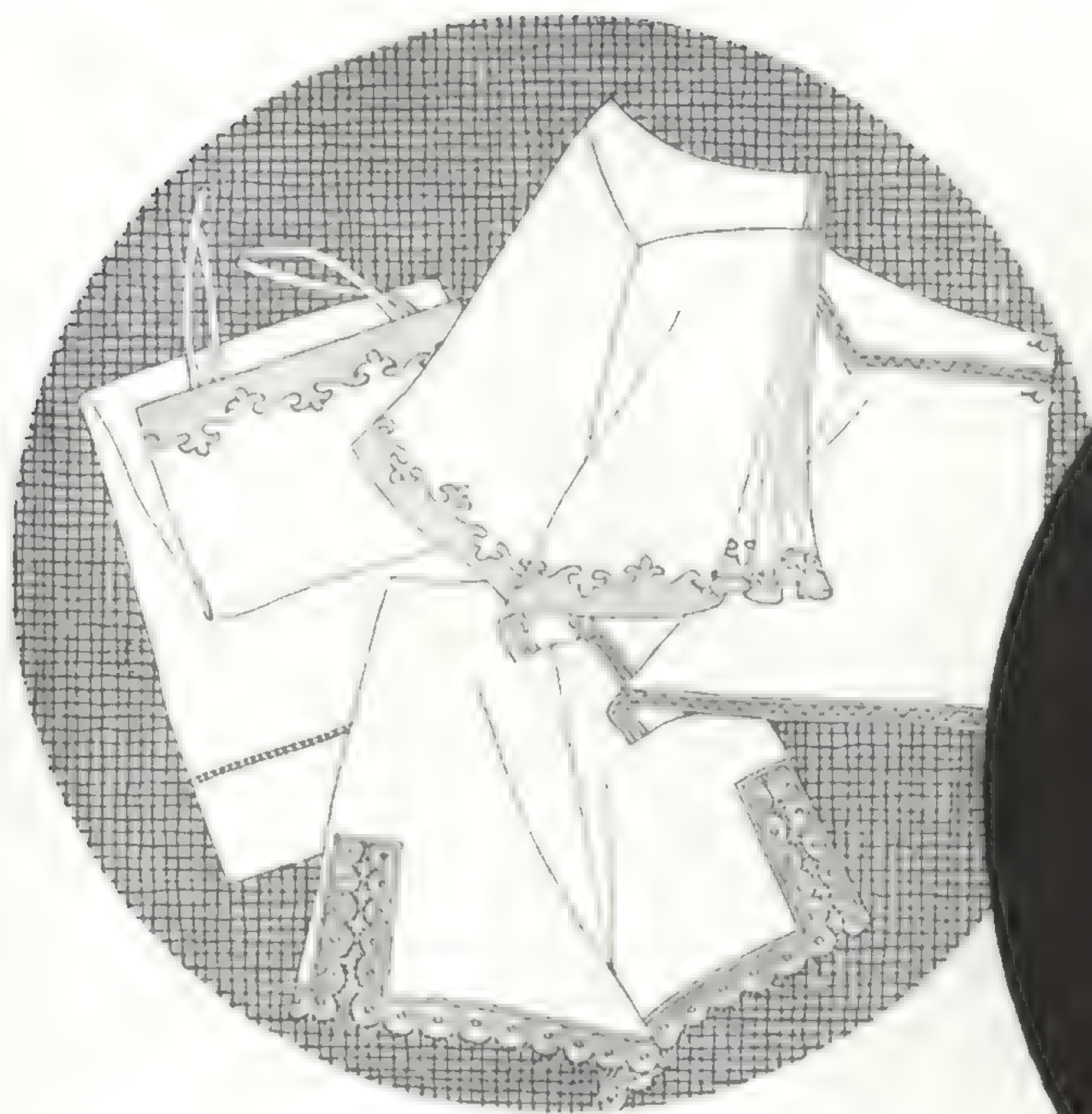
for summertime

- (Right) Boneless, rubberless, troubleless, and absorbent—here's a tricot sports all-in-one, in flesh colour. Crochet mesh is shaped over the bust, and the garters button on; from Saks-Fifth Avenue
- Triple net and elastic make the day girdle (extreme right) in pink or white. The brassière is of silk jersey. Best
- (Below) They fit you like the paper on the wall, they're cool, they're perfect for sports—this pale pink linen mesh combination with detachable garters and the pale pink mercerized shirt and drawers: both from Franklin Simon



THAT "corsetless" look that we are all dead-set on achieving doesn't mean that you can get along without a corset—no matter what the thermometer leaps to. Quite the contrary. But the summer corset needn't cause you anguish any more. Stripped of every bone, every extra ounce of weight, it's more like a piece of lingerie. Instead of flattening and pushing you into a tube, it merely stresses your natural line—and does this with soft materials—triple net, batiste, silk jersey, suède satin—that are cool and a comfort to wear and a mere trifle to launder.

As for summer lingerie, here are the two newest things that you ought to know about. White, dead-white crêpe underthings with white Binche or Val lace are the smartest in the underworld. And for sports, you must investigate the cotton situation—for the new cotton shirts and drawers and combinations are unbeatable.



- (Above) The laceless slip and panties are of white crêpe and satin; Grande Maison de Blanc, of New York. Hand-faggoted white crêpe panties; Saks-Fifth Avenue. Val-edged white panties; Kargère
- (Above, right) Without bones or elastic, this perfect all-in-one model is of pale pink linen mesh; net brassière; Madame Binner. Good for a larger figure is the pink suède satin and elastic girdle; long net brassière with garters; Bonwit Teller



- (Above) The fitted white crêpe evening slip has a high waist and Alençon inserts; Milgrim. The pantie is of white triple voile and Alençon; Madame Binner
- (Left) For evening, here is a white crêpe all-in-one with elastic inserts and a net skirt; Bonwit Teller Creamy lace over net makes the peach coloured girdle firmer than you think; Saks-Fifth Avenue. With it is worn a peach net brassière buttoned to the girdle in back; bound in satin ribbon; Jay-Thorpe



CECIL BEATON

HATTIE CARNEGIE • BERGDORF GOODMAN

Invitation to the waltz

• They give you a gentle nostalgia for Narragansett Pier in the old days, these crisp summer evening dresses of organdie and mousseline de soie. The white organdie (left) has a fitted jacket, which covers the low décolletage. The pink-and-white mousseline de soie (right) has white ruffles. The innocence of both is exploded by the modern jewels from Mauboussin

TIPS ON THE SHOP MARKET

By Shop-Hound

WELL, now, here it is July and me without my firecrackers bought. Nor going to be bought, because sudden noises make me jump. On Fourth of July, it is my habit to crawl quietly into a hole (there are always plenty of holes being dug in New York streets) and lie there reading my Marcus Aurelius until the morning of the Fifth dawns. But, just to show you that I am not a person without my own sense of the timeliness of things, I am going to talk to you to-day all about summer furnishings and mid-summer clothes, and if you'd much prefer a talk about fireworks, it's just too bad.

- Summer clothes. Vera Sanville. Let the two ideas simmer for a few moments in your head and then come to a boil. Vera Sanville has a number of clothes which you would merely show your ignorance by not wanting. For example: some ridiculous and delightful dresses made of calico, good old calico in butter-yellow and tomato-red and lettuce-green prints, made with knowing innocence in a simple, full-skirted model, the sort of thing Maud Muller probably wore on that well-known Summer's Day. Puff sleeves, a neat waist, and a skirt gathered at the hips and again further down near the knees—and under \$15. Oh, what damage could be done in one of these dresses to young men who were taken in by its rustic simplicity, especially if it were worn with a broad-brimmed straw hat.

Then, I would speak to you of a piqué tennis dress that has big pearl buttons buttoning it up all the way down one side,

has a white, yellow, and blue striped thingummy on the breast-pocket, and a braided belt in these three colours. This is a very superior tennis dress and costs the very superior price of close on to \$19. One of the glories at Vera Sanville's is a picture dress for afternoon that is as appetizing as fresh strawberry ice-cream. It is made of pink mousseline de soie, very waisted and full-skirted, and has a bunch of flowers right over the tummy. A jacket of pale blue mousseline de soie goes over it, and this has big ruffles all over it edged with tiny bands in orchid and chartreuse. A wide-brimmed hat is made of the blue, with a wide pink band at the edge of the floppy brim. For bridesmaids, or just you girls who know how to make yourself look wide-eyed, or for an older woman with a good figure, this costume is the most romantic thing I have ever seen.

For evening, high lights are: starched chiffon with a large conventionalized rose pattern printed on white. This has a blue taffeta ribbon sash and is frightfully fresh looking. A chiffon dress with a jacket, printed in vague, misty colours, very clinging and moonlit looking, and costing (what price romance?) under \$60. And, in the fresh-as-a-daisy school of thought, a robin's-egg-blue embroidered organdie with aren't-I-angelic shoulder-cap sleeves. This has a sash to add to the general party dress atmosphere.

Among the bathing-suits, there are many numbers worth your attention. One of dark blue piqué has its top printed with small white life-savers, a wide-pleated divided skirt, and a cut that would give a girl a lovely figure. And, then, there is an ensemble that wins the fortnightly Gold Medal (purely honorary, alas) awarded by public-spirited Shop-Hound. This is made of coarse waffle-weave woolen. The bathing-suit proper is in dark blue with a top portion in white, and a full divided skirt. So much costs about \$25. Then, there is a pair of wide-striped dark blue and white long trousers of the coarse woollen and a loose fisherman's jersey in fine-striped red, blue, and white. A thick sash of the blue-and-white woolen ties around your middle. This part costs under \$50. You can buy the two

- Vogue's Shop-Hound practically spends her life snooping about the shops. If you need advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York (enclose a stamp).

parts separately, but they make such a divine ensemble that I advise you to buy the whole business.

Just a word about the Sanville lingerie, which, of course, is famous. There is a sheer crêpe nightgown in peach colour with a Greek-goddess top effected by an edge and crossed insertions of narrow Valenciennes lace dyed peach colour. This nightgown is plain as plain and utterly beautiful. There is a teddy to match.

- There is a grand Cannon beach cape at Lord and Taylor's. It is just a big piece of striped towelling with an arrangement of white bone rings by which you hitch the thing together so that it stays on, by the old cinch-ring system. This garment is made in stripes of the nicest colours, such as turquoise-blue, sand-yellow, and white, or vermillion, sand-yellow, jade-green, and white. It costs (kindly lend me your ears) in the neighbourhood of three dollars.

- And now we'll have a little about the summer furnishings I promised you. Gilman Collamore, known in glassware circles as "Old Faithful," has added to its stock of the eternal verities in glass a collection of modern glass that will knock, if I may be permitted the phrase, your eye out. There is some Swedish engraved glass, things like vases and jars and bottles, very clear and fragile, with such cheerful designs as tight-rope walkers and trapeze artists, or monkeys in a cage, or lots and lots of stars and moons. These are things the modern Swedes do so well. Then, there are a number of flasks of modern design which are grand—square with rounded corners and silver-topped corks. They are engraved with charming and (Continued on page 80)



SHOP-HOUND

Doctors Proved it



•
Ten months ago, 15 of America's foremost dermatologists conducted a nation-wide test of leading beauty aids . . .

Clinics were established in 14 cities throughout the country . . .

612 women loaned their faces as a "proving ground" for testing soaps, creams and lotions.

In their official reports, reviewed and attested by Dr. Walter J. Highman, these noted dermatologists unanimously found Woodbury's Facial Soap the finest and most efficient of all beauty aids.

•

Now Paris gives it a *Chic New*

YOU'VE read about the nation-wide Beauty Clinic. How 15 of America's foremost dermatologists gave 612 women the thrilling "half-face" test, to discover which skin care method was really best.

How Woodbury's Facial Soap corrected skin faults where other skin cleansers failed . . . How even normally smooth and fresh skins were made still lovelier with Woodbury's soothing lather.

Today Woodbury's has a new surprise for you! Today, at all drug stores and

toilet goods counters, Woodbury's Facial Soap awaits you in a delightful new wrapper, created by a famous *Parisien* artist. And there's a smart new 3-cake box to match . . . for those thousands of Woodbury users who enjoy the convenience of purchasing a family supply at one time.

You'll be enchanted with the lovely new Woodbury wrapper and box. But the real Woodbury thrill remains, as always . . . in what this daily beauty treatment does to make and keep com-

plexions clear, lovely and youthful.

Inside the captivating new Woodbury wrapper is *exactly* the same skin specialist formula, exactly the same soap, used in the nation-wide Beauty Clinic.

It's the same Woodbury's that 15 distinguished dermatologists conclusively proved as the most effective skin cleanser for correcting blemishes, blackheads, enlarged pores, oily skin and countless other annoying skin defects.

The national Beauty Clinic demon-

the Finest of all *Beauty Aids...*



This new 3-cake box of Woodbury's Facial Soap is now available at drug stores and toilet goods counters everywhere. Don't hesitate to accept Woodbury's in this delightful new wrapper.



© 1931, John H. Woodbury, Inc.

Dress

strated what millions of women already know . . . that Woodbury's is more than just an ordinary toilet soap . . . that it is an incomparable daily beauty treatment, in soap form.

For your complexion's sake, won't you try Woodbury's? Buy the delightful and economical new 3-cake box. Or, if you want to make a convincing 10-day test, just mail the coupon for a trial cake . . . and free beauty counsel, based on the actual findings of dermatologists in this nation-wide Beauty Clinic.

USE THIS COUPON FOR PERSONAL BEAUTY ADVICE

I would like advice on my skin condition as checked below, also trial cake of Woodbury's Facial Soap and generous samples of Woodbury's Cold Cream and Facial Cream and Facial Powder. For this I enclose ten cents to partly cover cost of mailing.

Oily skin ☐
Dry skin ☐
Wrinkles ☐

Flabby skin ☐
Coarse pores ☐
Blackheads ☐

Sallow skin ☐
Pimples ☐

Send sample of one of Woodbury's Three Famous Shampoos enough for several shampoos. Also send copy of authoritative pamphlet giving scientific advice on the care of my particular type of hair. (Check the type of scalp you have.) For this I enclose ten cents to partly cover cost of mailing.

Normal Scalp ☐ Oily Scalp ☐ Dry Scalp ☐

Name _____ Street _____

City _____ State _____

Mail to JOHN H. WOODBURY, INC., 1007 Alfred Street, Cincinnati, Ohio. In Canada, John H. Woodbury, Ltd., Perth, Ont.



5702



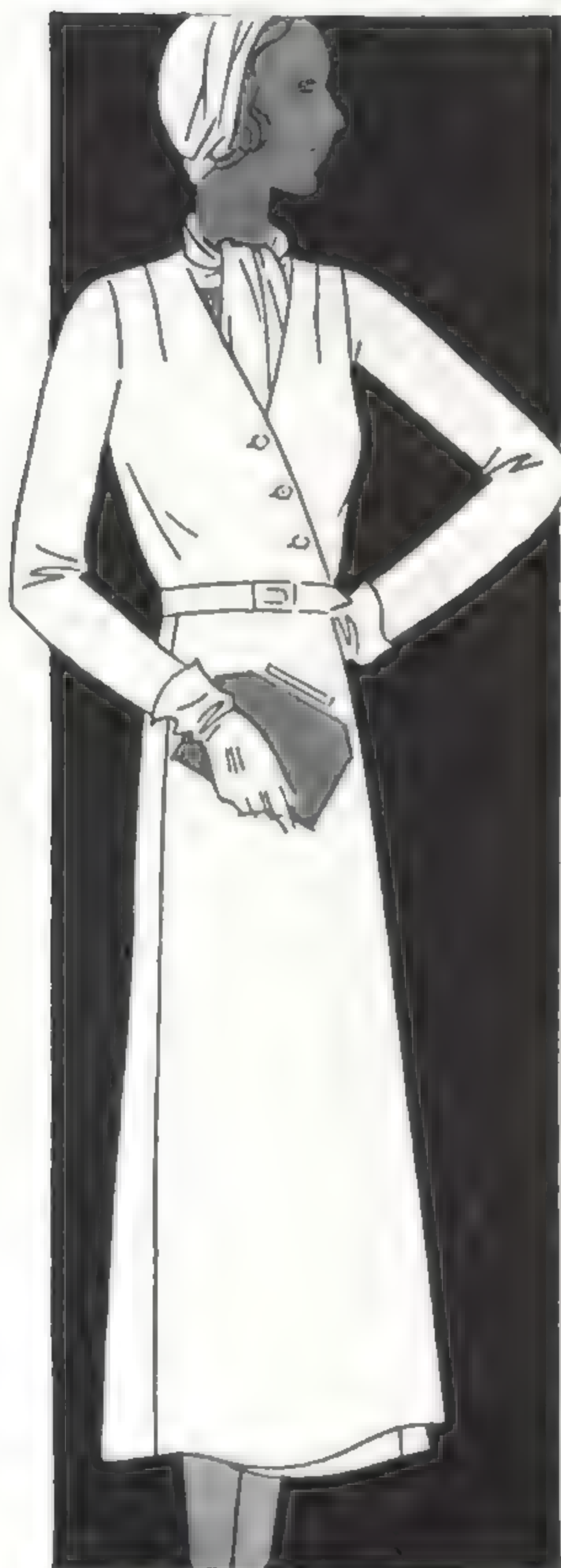
5701



5700



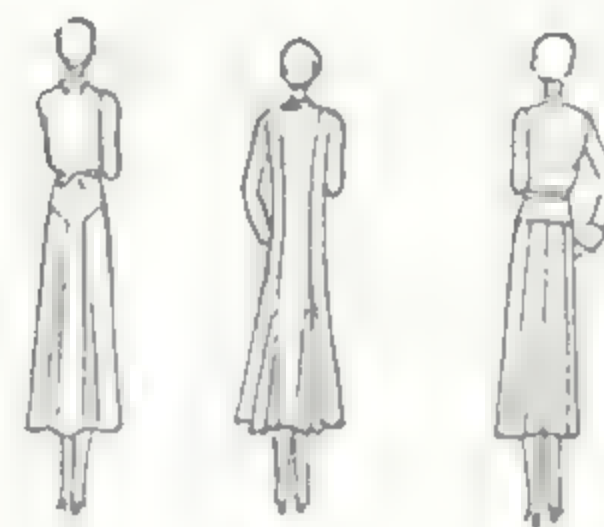
5705



5699



5703 5685



Designs for practical dressmaking

FROCK No. 5702—This wearable dress of Stehli crêpe roma has a necklace scarf. The side fronts are crossed and joined to the belt. Designed for sizes 34 to 42

FROCK No. 5701—This semi-fitted princess frock of flat crêpe with its waistcoat closing is an excellent model for the mature figure. It is designed for sizes 38 to 50

COAT No. 5699—Deering Milliken shantung tweed is used for this smart coat with a diagonal closing. It may have a plastron collar of fur. Designed for sizes 32 to 44

FROCK No. 5700—This two-piece frock has a contrasting collar and cuffs and double points on the blouse. It may be collarless. Designed for sizes 14 to 20; 32 to 38

COAT No. 5703 SKIRT No. 5685—Youthful and smart is this suit of Skinner shantung. The coat has two neck treatments. Designed for sizes 14 to 40; skirt 26 to 36

FROCK No. 5705—A tunic with concentrated fulness at the points and a cape collar trim this graceful chiffon frock for afternoon wear. Designed for sizes 32 to 40

A variety of new costumes that every wardrobe needs

Once she was
welcome . . .



now she isn't invited

Young Mrs. Jenkins enjoyed the weekly bridge parties in her small suburban town. She looked forward to them. Such a nice lot of girls. So merry. So bright. She was fortunate to be "in" with them. Naturally, when they began meeting without her, she felt deeply hurt. She was certain she hadn't said anything that turned them against her. Over and over again, she sought some explanation. Poor Mrs. Jenkins . . . She didn't realize that she had halitosis (unpleasant breath). And of course, even her best friends would not tell her.



- Listerine's 8 points
of superiority over
other mouth washes:**
1. Absolutely safe to use.
 2. Quick deodorant power.
 3. Instant halting of fermentation.
 4. Swift destruction of germs.
 5. No damaging effect on tooth structure.
 6. Does not attack metal fillings.
 7. Heals and soothes tissue.
 8. Requires no dilution.

Listerine promptly overcomes odors other mouth washes fail to mask in 4 days

It is curious how some women, extremely fastidious about other things, blithely assume their breath to be beyond reproach. What a mistake! Almost anyone is likely to have halitosis (unpleasant breath) at one time or another. Because every day, even in normal mouths, conditions capable of causing it may arise or are already present.

Ninety-five percent of halitosis is caused by fermentation of tiny food particles, which the tooth brush has failed to remove from the mouth. By minor infections. By excesses of eating and drinking.

The one way to be sure that your breath is sweet, wholesome, and therefore inoffensive, is to rinse the mouth with full strength Listerine.

Every morning. Every night. And between times before meeting others.

Listerine immediately halts fermentation. (Milk to which Listerine has been added keeps fresh 12 days.) Listerine checks infection—kills germs in the fastest time science has been able to measure accurately. Listerine, having thus struck at the cause of odors, overcomes the odors themselves.

After one of the most exhaustive series of tests to determine the deodorizing power of Listerine and certain other antiseptic mouth washes, a noted chemical engineer said:

"Listerine's deodorizing power is simply amazing. In experiment after experiment, it has shown ability to instantly overcome odors that ordinary mouth washes fail to mask in 4 days, and in some cases 9 days. Clearly, Listerine's power in this direction is more immediate and lasting than that of other antiseptics."

Keep Listerine on your dressing table, or in the bathroom cabinet. Always carry it with you when you travel. It is your precaution against infection. Remember that the medical profession looks upon it as the ideal antiseptic because it is non-poisonous, soothing, healing to tissue, and really delightful to taste. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

**Five costumes to carry
the well-dressed
woman through the day**



• **COAT No. 5698**—This coat of Forstmann diagonal woollen is double-breasted and semi-fitted and has a convertible collar. It will see you through the autumn. Designed for sizes 32 to 42

• **JACKET No. 5695 SKIRT No. 5697**—The suit is made of checkered wool from Bochmann. The belted jacket is double-breasted and semi-fitted. Designed for sizes 14 to 40; skirt, 26 to 38

• **FROCK No. 5700**—Double buttoned points trim the blouse of this two-piece flat crêpe frock. It may be collarless and have either long or short sleeves. Designed for sizes 14 to 20; 32 to 38

• **EVENING FROCK No. 5704**—Beige satin fashions this frock with a four-gored circular skirt, a cowl neck-line, and short circular sleeves, knotted on the shoulder. Designed for sizes 32 to 40

• **HOSTESS GOWN No. S3512**—This becoming hostess gown of satin has a slight train, and the draped front extends into scarf ends in back; long full sleeves. Designed for sizes 34 to 40

Designs for Practical Dressmaking

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 18

WHAT IS THE CRITICAL AGE OF A WOMAN'S SKIN?

*4 defects that age skin corrected by new beauty method
—789 skin examinations by New York Doctor prove it.*

STUDY THE CUT-OUT photographs on this page. They show clearly the 4 imperfections that rob you of youth. When these imperfections appear your skin is at a critical age.

Read carefully the comments under each picture. They tell in doctor's own words how new beauty method corrects critical-age imperfections, renewing radiant freshness of youth. Proved by 789 skin examinations recently made at New York beauty clinic.

Why old-style treatments fail

Old-style beauty treatments may be summarized as follows:

1. You applied greasy cleanser. Removed some dirt, but might push greasy dirt into skin.
2. You rubbed off with towel. Removed more, but might force some greasy dirt deeper.
3. You used astringent. Removed more; might close pores over clogging deposit. Case records show

these tendencies: (a) pores might become larger (b) blackheads might form (c) sallowness might result (d) skin might grow flabby.

How pore-deep method acts

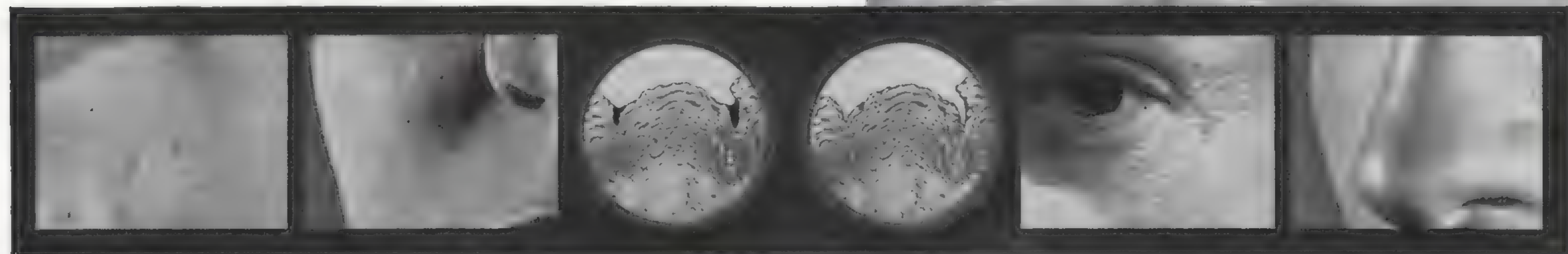
Here is the new pore-deep method:

1. Apply Ambrosia . . . pore-deep liquid cleanser. Washes away all dirt. Acts as antiseptic tonic.
2. Use Ambrosia Cream as softener. Clean pores absorb this colloidal cream that is essentially the same as natural oil. With oil replenished, dry skin becomes smooth as baby's cheek.
3. For large pores, blemishes, oiliness, finish with Tightener. Case records show these results: (a) pores noticeably finer (b) blackheads checked and prevented (c) skin color and tone improved (d) skin healthier, firmer.

Begin today to see radiant renewed youth in your skin. Secure Ambrosia products from any drug or department store. Use as directed.



DOCTORS USE ONLY LIQUID SOLVENTS FOR SURGICAL CLEANLINESS



BLEMISHES. Ambrosia is an antiseptic and prevents formation of blemishes and surface infections. Is healing and tonic, helping to prevent blackheads. ★

LARGE PORES. Ambrosia cleanses thoroughly and deeply. Ambrosia Tightener is astringent in action and constricts large pores and tones skin. ★

ORDINARY CLEANSING. Actual photograph of skin, showing how ordinary cleansing may leave untouched dirt to clog pores.

PORE-DEEP CLEANSING. Same cross section, showing how Ambrosia cleans pores. No blackheads, blemishes now!

DRY SKIN. Ambrosia Cream is a valuable softening agent, agreeable and beneficial for all dry and sensitive skins. Helps overcome lack of natural oil. ★

OILY SKIN. Ambrosia Tightener is especially useful about nose and chin to lessen oiliness. Improves muddy complexions. Refreshes and stimulates. ★

FACTS ABOUT AMBROSIA PRODUCTS

AMBROSIA, the pore-deep liquid cleanser. First made only to private order and long recommended by doctors for cleansing delicate skins, Ambrosia is quicker and easier to use than either soap or cleansing cream. Contains no clogging wax, no drying alkali. Is a gentle antiseptic. Leaves skin zestfully clean and refreshed, feeling smooth as silk to touch.

AMBROSIA CREAM. This smooth colloidal fluid combines for the first time a blend essentially the same as the natural oil of a healthy skin. Oil particles in Ambrosia Cream are 5 times finer than cream particles in milk. Thus tissues absorb it, skin oil is replenished, and dry skin becomes smooth as baby's cheek. Because of its oil replenishing quality, Ambrosia Cream soothes sunburned skin as nothing has done before . . . instantly takes out soreness, ends redness 12 to 24 hours sooner. Apply at once after exposure.

AMBROSIA TIGHTENER. Perfected at doctor's directions, this aromatic purple astringent closes large pores, makes oily skins normal, clears muddy complexions, ends skin fatigue. See doctor's comments above, made after 789 diagnoses.



★ All statements quoted verbatim from report made by New York skin specialist after studying use of Ambrosia products on all skin-types . . . a total of 789 skin diagnoses.

SEND 10¢ FOR BOOK, "NEW FACES FOR OLD"

Now you can have for 10¢ a 100-page beauty book that sold thousands of copies in bookstores at \$1.00. Written by Dorothy Cocks, famed beauty editor. Read and approved by leading New York skin specialist. Tells doctor's directions for care of each skin type. Correct treatments for leading skin problems. Answers such questions as: What exposure disease do sailors and farmers have that women now must guard against? How do psychologists say beauty treatments increase personality? What per cent of women's skins need doctor's care? Address Hinze Ambrosia, Inc., Dept. V-7, 114 Fifth Ave., New York, N. Y. 69 York Street, Toronto, Canada. Copyright, 1931, Hinze Ambrosia, Inc.

AMBROSIA . . . \$1.00 . . . \$1.75 . . . \$3.00

AMBROSIA CREAM . . . \$1.00 . . . \$2.00

AMBROSIA TIGHTENER . . . \$1.00 . . . \$1.50

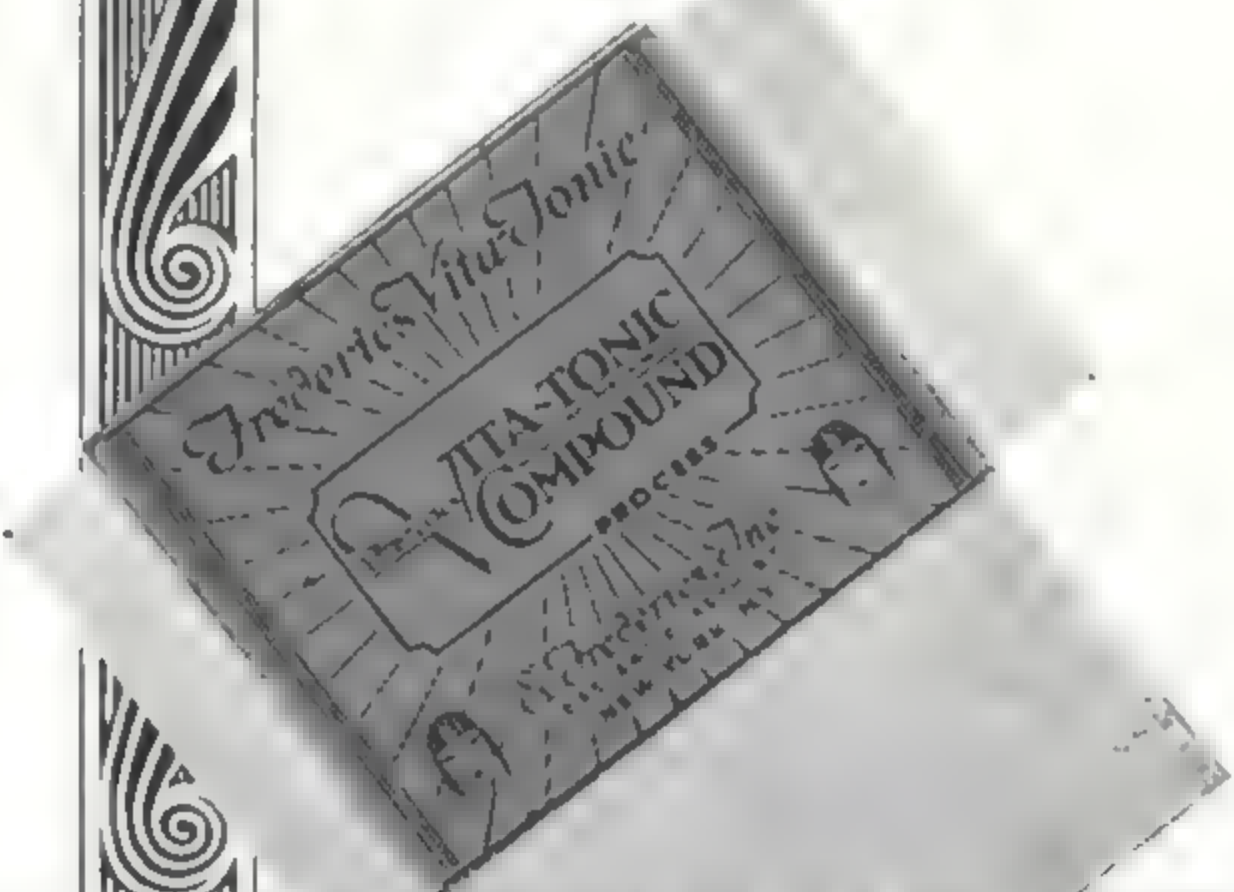


The Priceless Secret of LORETTA YOUNG'S Beautiful Wave

THIS fascinating screen star, whose charm and beauty have won the hearts of millions, says: "The secret of feminine fascination is keeping your hair soft, lustrous and naturally wavy. There is something about soft, sparkling, flowing waves that is irresistible. I keep an alluring natural-looking wave in my hair by having it permanently waved with Frederics Vita Tonic Process".

You too, can have an alluring wave, that is soft and life-like, if you demand a Genuine Vita Tonic Wave. We will gladly send you a free Vita Tonic Wrapper to take with you when going for your permanent. Compare it with the wrappers used by your Hairdresser—assure yourself of getting a Genuine Vita Tonic Wave. At the same time we will send you an interesting booklet on the care of your wave and a complete list of Hairdressers in your vicinity who give Genuine Vita Tonic Permanent Waves. Write Dept. 289, E. Frederics, Inc., 235-247 East 45th Street, New York, N. Y.

LOOK FOR THIS WRAPPER
Do not permit your Hairdresser to use cheap, inferior wrappers on your hair. They leave the hair in a harsh, dry and strawy condition. Don't accept such statements as "just as good" or "better"—insist on a Genuine Vita Tonic Wave.



Frederics VITA-TONIC WAVES

Colgate's "Seventeen" dusting powder (right) is in a gay and summery flowered box. The tall bottle holds the "Seventeen" toilet-water, and the smart round one the astringent; all shops



LÉON DE VOS

"Suspiro de Granada" is a flower perfume of sophisticated blend from the Spanish house, "Myrurgia," encased in these gay red lacquer cases with amusing pompons; Lord and Taylor

ON HER DRESSING-TABLE

ANY one of us who succeeds in keeping a scrupulously clean skin has taken the initial and most important step in keeping or acquiring a fine complexion. But the difficulty in all this is that we are apt to mistake surface cleanliness for true cleanliness and, despite the best of intentions, to lapse into haphazard methods when we are in a hurry. For those who take this cleansing process as the serious matter it is, Madame Jaquet, a Frenchwoman who has devoted most of her life to creating beautiful complexions, has perfected a routine that has the virtue of using preparations especially made for the particular skin that is being cleansed.

SPECIALIZED CLEANSING

This process starts with soap, a very special soap known as Savon Hygienique, which is a bland mixture of milk and mild oils, a combination that can be used upon the most sensitive of skins. With the soap, Madame Jaquet advocates the use of a soft complexion brush. After the soap comes a cleansing cream, and, again, these are very special cleansing creams, for there are three of them, made especially for the normal or sensitive skin, for the dry skin that needs stimulation, and for the oily skin. After this, the skin is clean inside and out, and one of the Jaquet tonics (again of a variety adapted to the individual skin) is applied with a bit of cotton, to remove every trace of cream and leave the skin glowingly refreshed.

Madame Jaquet has a second excellent principle, and that is that a certain period of rest and relaxation is as important to the beauty of our skins as it is to our physical welfare. If we could remember that the half-hour's rest before dinner that does so much

for our morale can accomplish as much for our complexions, we might indulge in this excellent practice more regularly. It is at this time that Madame Jaquet advises the application of whatever emollient cream your skin requires, thus avoiding that disagreeable business of going to bed with greasy faces. All the Jaquet preparations are to be had in shops throughout the country.

PERFUMES FROM SPAIN

Out of Spain has come a series of perfumes so spirited in their fragrance and so amusing in their bottles and boxes that they have already established a unique place for themselves. There is, for example, "Suspiro de Granada" in the gay bottles with their frivolous little balls that appear on this page. This is a perfume for those who like a flower odour, but one with sophistication. "Maderas de Orients" (Woods of the Orient) is an extract derived from the heart of a rare wood, a splinter of which is to be found in every bottle to prove its authenticity. "Fantasio" is a fresh, light fragrance, its bottle encased in a most amusing wooden cylinder. The special cologne in the Myrurgia group is "Joya," and its fragrance is so penetrating that it can serve as a perfume as well as a cologne. As for the Myrurgia soaps, they are a joy to use, since every fragrant cake seems to last practically forever, and retains its full perfume during all the time it is used. The Myrurgia products can be purchased at the toilet goods counters in the New York department shops and in some shops in other cities.

A smart new hair-dresser has recently opened a shop in New York, sponsored by the discerning judgment of Elizabeth (Continued on page 78)

Chic
ON THE PLAZA SQUARE



Indefinable, unmistakable, the air of the woman with the New York point of view Smart, soignée, she is visibly a citizen of the world. For many years, such women have come to Bergdorf Goodman...for their choice of the Paris collections . . . for Bergdorf Goodman's own original designs, their expert sense of line, fit, chic. And to the complete satisfaction of their extremely critical standards.

BERGDORF
GOODMAN
ON THE PLAZA • NEW YORK

GUNTHER
Inaugurates a
NEW DEPARTMENT
 OFFERING
INEXPENSIVE
FURS

FOR THE MATRON AND DEBUTANTE
 (SIZES 14 TO 44)

Our entire third floor will be devoted to this new department . . . formal and informal modes in ready-to-wear furs that measure up to Gunther standard of good quality . . . at prices that will meet your budget idea. Orders promptly executed for coats to individual measure.

MINK • CARACUL • ERMINE • PERSIAN
 HUDSON SEAL* • LEOPARD • BEAVER • BLACK
 AND SILVER MUSKRAT • ALASKA SEAL
 NUTRIA • RACCOON • OTHER NOVELTY FURS

*Dyed Muskrat

OPENS JULY 27th

GUNTHER

666 FIFTH AVENUE • NEW YORK

This establishment was founded in 1820 by Christian G. Gunther at 46 Maiden Lane

GLOVE SILK TRAVELS VERY WELL



1. A sheer glove silk with a pin-dot design makes this Luxite set of vest, panties, and brassière; Wanamaker

2. If you like a one-piece garment, there's Munsingwear's fitted glove silk and rayon model; from McCreery

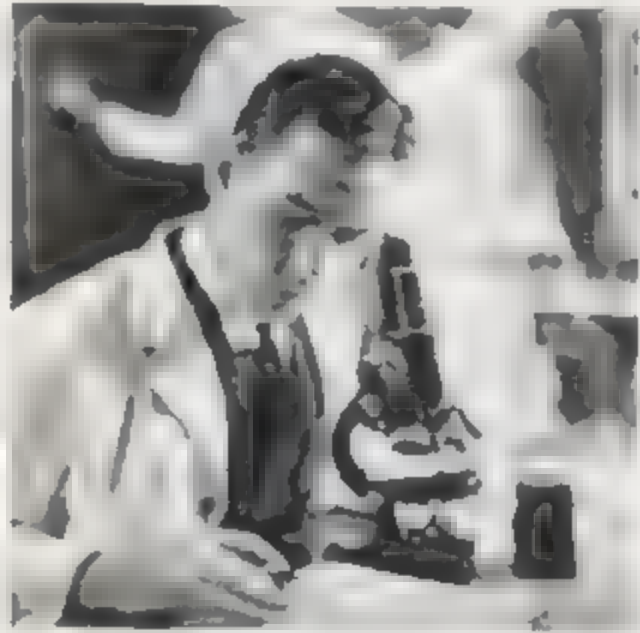
3. A practical idea is the draw-string top of these Laros shorts; brassière to match; Lord and Taylor

4. Pale rose or blue stripes on white add colour to a Julius Kayser silk mesh sports set; Bonwit Teller

5. To complement the fitted frock is this true-to-form Luxite chemise of glove silk; from Franklin Simon

6. Open mesh elastic is responsible for the perfect waist-line fit of this Vanity Fair set; Arnold Constable

Bacteriological Tests Show:



1. That handkerchiefs used by persons having colds may contain as many as 4,170,000 germs per handkerchief. The organisms included are those associated with colds.

2. That organisms associated with colds, when impregnated upon linen and rinsed in boiling water and/or soap water, were not killed nor appreciably inhibited from growing.

NEW TYPE

Handkerchief Wins Nation!



Thousands acclaim health value of Kleenex for handkerchiefs!

Authorities also widely advise these disposable tissues for facial cleansing

USE Kleenex instead of handkerchiefs. That's the advice of medical science today. Take no chances with dangerous self-infection. Use a handkerchief you can destroy.

Kleenex is a soft, absorbent tissue. The size of a handkerchief. So inexpensive it is used just once, then destroyed. With it go countless germs. The germs that cause self-infection when carried back to the nose and mouth. The germs that may lead to serious diseases.

By using Kleenex instead of handkerchiefs you avoid this danger. Each time you select a new tissue—exquisitely clean and fresh. Softer than the oldest linen—and more absorbent!

Costs less than laundering

The use of Kleenex does away with the unpleasant job of washing handkerchiefs. These tissues are surprisingly inexpensive. Kleenex actually costs less than commercial laundering of handkerchiefs.



"I avoid complexion troubles by using Kleenex to remove cold cream."

LAURA LA PLANTE

"It's necessary to remove all cleansing cream. Otherwise it holds tiny bits of dirt and powder and even germs in the pores. Skin specialists say this is just the way many bad complexions get their start."



Kleenex is ideal for children. There's no need to worry about losing handkerchiefs.

These disposable tissues are perfect for use during colds and hay fever. Office workers find it handy to keep a box in the desk. Try Kleenex just once, and the old-time handkerchief will seem impossible.

To remove cold cream

Authorities advise Kleenex for removing cold cream and cosmetics. It is absolutely necessary to remove all germ-laden matter when cleansing cream is removed. Other-

wise, blackheads, large pores, are invited.

Only the super-absorbency of Kleenex will do it. Authentic tests prove Kleenex 25% more absorbent than other tissues commonly called highly absorbent. That's why such authorities as Miss La Plante insist on Kleenex, in spite of claims made by imitative tissues.

Kleenex comes in a smart, modern box. Cellophane wrapping keeps the tissues free from dirt and dust—brings every tissue to you fresh, immaculate and sanitary. Kleenex comes in exquisite pastel tints, as well as white.

At drug, dry goods and department stores. 25c, 50c and \$1. Prices the same in Canada.

KLEENEX COMPANY,

Lake Michigan Bldg., Chicago, Illinois.

Please send me a free trial supply of Kleenex.

Name

Street

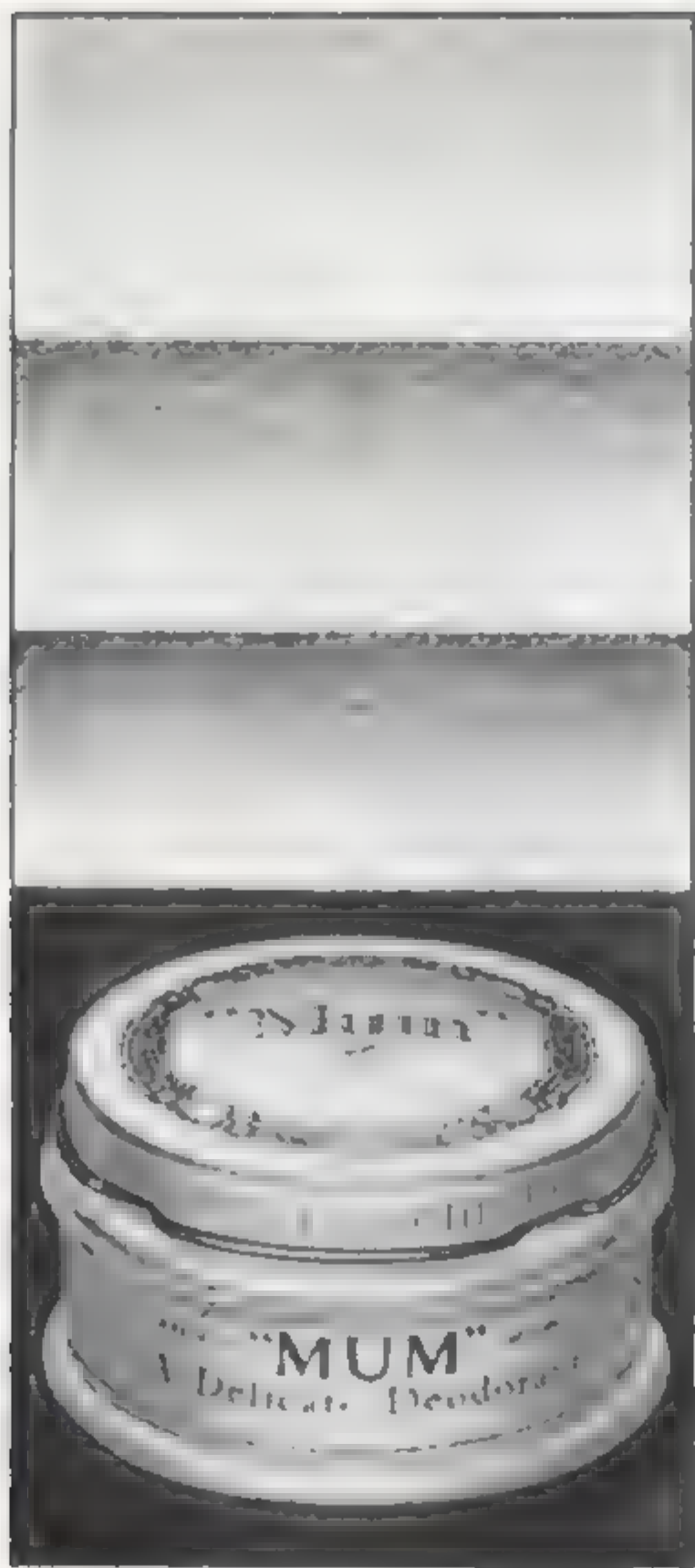
City.....State.....

In Canada, address 330 Bay Street, Toronto, Ont.

KLEENEX Disposable TISSUES

WHY DO A MILLION WOMEN USE

MUM



- 1 BECAUSE *it stops odor instantly.*
- 2 BECAUSE *you can use it any time.*
- 3 BECAUSE *there's no "drying" delay.*
- 4 BECAUSE *it does not irritate the skin.*
- 5 BECAUSE *it does not injure fabrics.*

MODERN women know they must use special weapons against that tricky old enemy, underarm perspiration odor.

Today, they have their choice of a number of safeguards. And more than a million of them choose Mum!

Think of a magic snowy cream which you can use any time when dressing or afterwards. There is nothing in Mum to harm your clothing or irritate your skin!

No difficult directions to follow; no waiting. Just a fingertipful to each underarm—and there's no more need to worry for that day or evening.

Mum doesn't interfere with normal, healthful perspiration. It just destroys that disagreeable odor, which every careful person so abhors. It's so soothing you can even use Mum right after shaving!

And here's another way Mum helps. Rubbed on the hands, it kills every lingering trace of onions, fish, gasoline or other clinging odor!

You can get Mum at any toilet goods counter, 35c and 60c. Mum Mfg. Co., Inc., 80 Varick St., New York, N. Y. Canadian address: Windsor, Ont.

ON SANITARY NAPKINS—

Mum also gives another invaluable service to women—as a deodorant for the sanitary napkin.

GENTLE, BUT FIRM ARE FOUNDATIONS



1. A one-piece garment that does everything and feels like nothing is this Vanity Fair soutienir of glove silk and Bemberg; removable garters; Wanamaker

2. The evening "Scanties," worn alone under a dress, have a low back and are of batiste and elastic. Lace trims crêpe pantie; Franklin Simon

4. Heavy silk jersey makes this Van Raalte "Singlette" with its low décolletage, appliqué Alençon lace, and silk pantie-skirt; Lord and Taylor

3. Julius Kayser makes this tailored foundation of glove silk with side hooks. The girdle part is of a heavy tricot fabric; from Bonwit Teller

5. These "Scanties" are made of heavy silk jersey and elastic, with crêpe de Chine panties and removable straps and garters; Franklin Simon



"And for White, too" ... says **BONWIT TELLER**

*"Keep it dashing smart
this perfect way"*

IN the midst of the exciting new colors, white strikes a smart contrasting note. Bonwit-Teller shows many frosty-cool white things for piping-hot days.

"Of course white fashions present a distinct washing problem," says this famous store. "For white—like color—can lose its true brilliance. Careless washing can leave white silks or woolens disappointingly yellowed or grayed.

"Just as we advise Lux for washing colors, so we advise these pure and delicate flakes for white things. Lux won't yellow white silks or cottons. Lux won't shrink woolens.

"So, if you'd keep white fashions dashing smart, follow this safe and perfect rule. Just toss them into sparkling Lux suds. Swish around in care-free fashion. See them smile back with the dazzling purity they had when new."

Not only Bonwit-Teller but other famous Fifth Avenue stores advise this safest care. Just trust the tested promise—if it's safe in water alone, it's just as safe in Lux.

■ The young thing at the left plunges into the blue waters of pool or ocean with a smart jersey swimming suit of white and brilliant green.

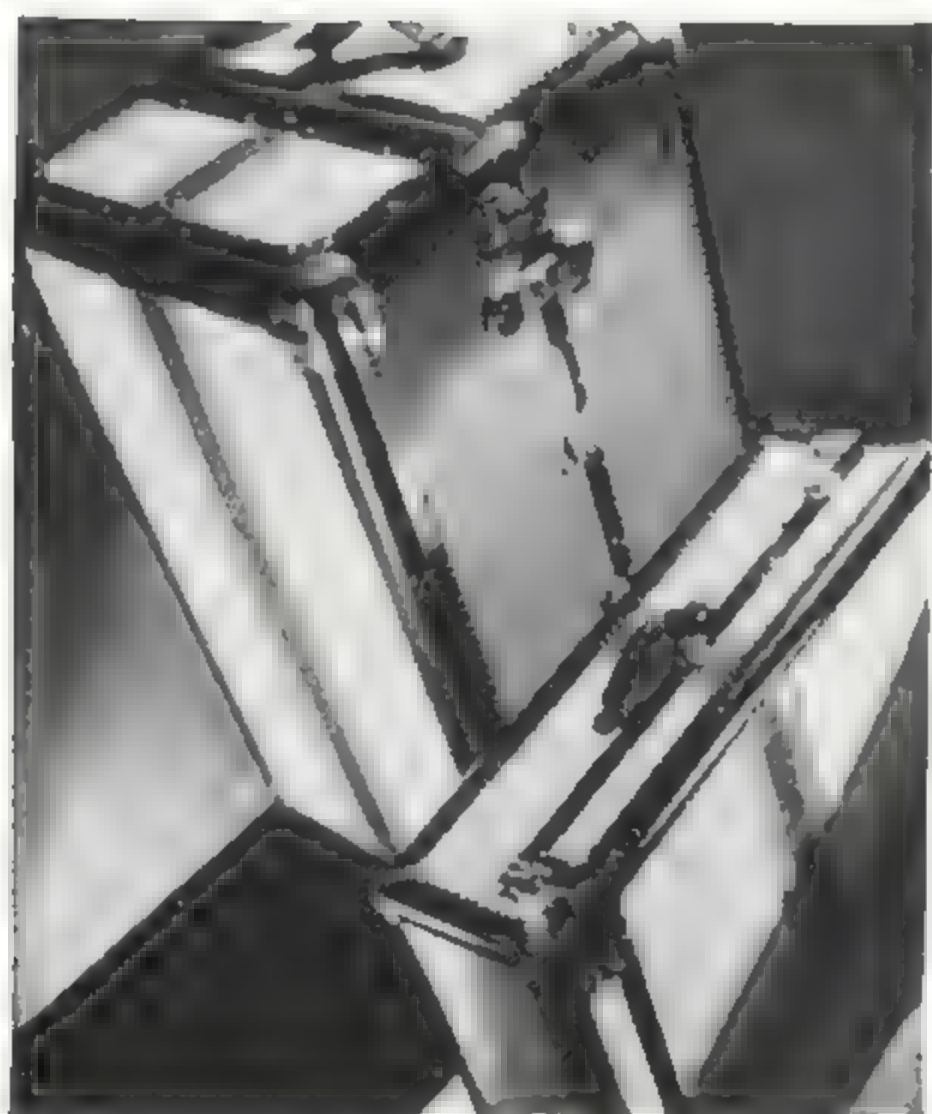
■ The bright young sportswoman wins in fashion as well as tennis with a waistcoat frock of wide wale white satin stripe crêpe and a soft white pull-over sweater—one of the lacy, knit kind so easily cared for with Lux.

■ With the white panama hat, a white jacquard silk, tiny satin dots lustrously bringing out its texture, white doeskin gloves. Even the gloves are washable in Lux.

■ And for tea in the garden or on the golden sands, white cotton piqué pajamas with yellow piqué jacket. Whether white or gaily colorful, all of these delightful summer fashions keep their pure brilliance with Lux!



"Thank Heavens... NO Gadgets!"



THERE is a surprising lack of frills and furbelows on a Hartmann Trunk. First because they're not considered good form among those who insist upon the correct traveling equipment. Secondly because they're an infernal nuisance... jamming, breaking, getting out of order at critical moments.

A widely touted gimcrack on a wardrobe trunk is often the frantic effort of

a manufacturer to cover up his shortcomings as a trunk maker.

If you want a Hartmann we'll have to ask you to forego collapsible folding gadgets as well as wheels, gears, pulleys—even old fashioned "swing-gate clothes compressors..."

In their stead we can offer you the strongest, best-looking and most marvelously efficient wardrobe trunk in the world... at a price you'll consider quite sensible.

50 sizes and models—At most good shops and department stores. Hartmann Trunk Co., Racine, Wisconsin.

ON HER DRESSING-TABLE

(Continued from page 72)

Arden. This is Menotti, whose attractive establishment in East Fifty-Third street is bringing a smart clientele to its doors. Here is a coiffeur to whom each individual head presents a new challenge. No hair is allowed to leave his hands until it has been cut and waved and moulded to the contours that most become and flatter the face. If you have any preconceived ideas about the way you think your hair should be done, discard them when you go to Menotti, for he is certain to find something new and exciting to do for your coiffure. His permanent waves, too, are a feature to be noted, since they leave the hair in the smooth, even waves that the mode demands.

The benefits to the scalp of an oil treatment in connection with a shampoo are manifold, and a new and con-

venient form of introducing this feature into the shampoo is a preparation known as "The Likwid Olyv." This liquid is compounded of medicated olive and herbal oils and encased in a container shaped exactly like an olive. In using it, the end of the "olive" is pierced, and the liquid is massaged with the container, which acts as a manipulator, along parts on the scalp. This is designed to combat dryness of the scalp and brittle hair, and each "olive" provides a complete and very convenient treatment in itself. You can have it applied in various beauty shops, or you can use it at home before your shampoo, since it is simple to apply and requires but the briefest time to use. Liquid olives can be purchased at the large department shops, in boxes of six or twelve.

THE REVERBERATIONS OF A GATE-CRASHER

(Continued from page 32)

tells you the most uncanny truths about yourself. Not by the old spiritualism at all, but by human radioism, which is something else again.

Bert Taylor gave one of those parties he gives for Noel Coward and Gertrude Lawrence, who were departing after several months of living their Private Lives in New York. And there we found Tallulah Bankhead, Tallulah the divine and diverting, who talks faster, funnier, and longer than any one born American and appreciated English. What honey hair, what lips like red silk, and what, what eyelashes!

In Boston, Mr. and Mrs. Codman give lovely parties. Their little house on a steep street running down towards the basin is the nearest thing to London I know. Like Chelsea. There are backgammon walls in silver and gold and a table-cloth of one piece of thick cream lace; candles and wine make the whole thing seem English. If I am to grow philosophical, let me say that if you want to give chic parties, don't give cocktails, give tomato-juice and something cheering at dinner.

Taking a train towards another point of the globe, you come to Philadelphia, which is so different from what you expect it to be—active, amusing, and crazy instead of polite and ponderous. Will Stewart gave a nice and tiny supper party in Philadelphia. Every one sat around in chintz chairs and waited till they were helped to celery or the pale hams they loved, and games were mixed in with supper. The lovely Miss Beatrice Patterson was here, delicate and strong at the same time.

Well, all road-beds lead to New York. Here we are again, where things hum and whisper with portent of future parties.

Some one is going to give an all-red party, for red, contrary to everything said and written, is a cool colour. Lord Ribblesdale's eldest daughter always dresses her small children in scarlet in summer, and Nature, who never made a mistake, puts red poppies by her hot white ways. So pomegranates, tomatoes, and persimmons will be on the table, and red geraniums will be in white bowls, as Mrs. Harrison Tweed adores them. Scarlet and white plates, borsch soup, red mullets,

scarlet Virginia ham, and the new Venetian scarlet glass, which is actually the loveliest colour in the world.

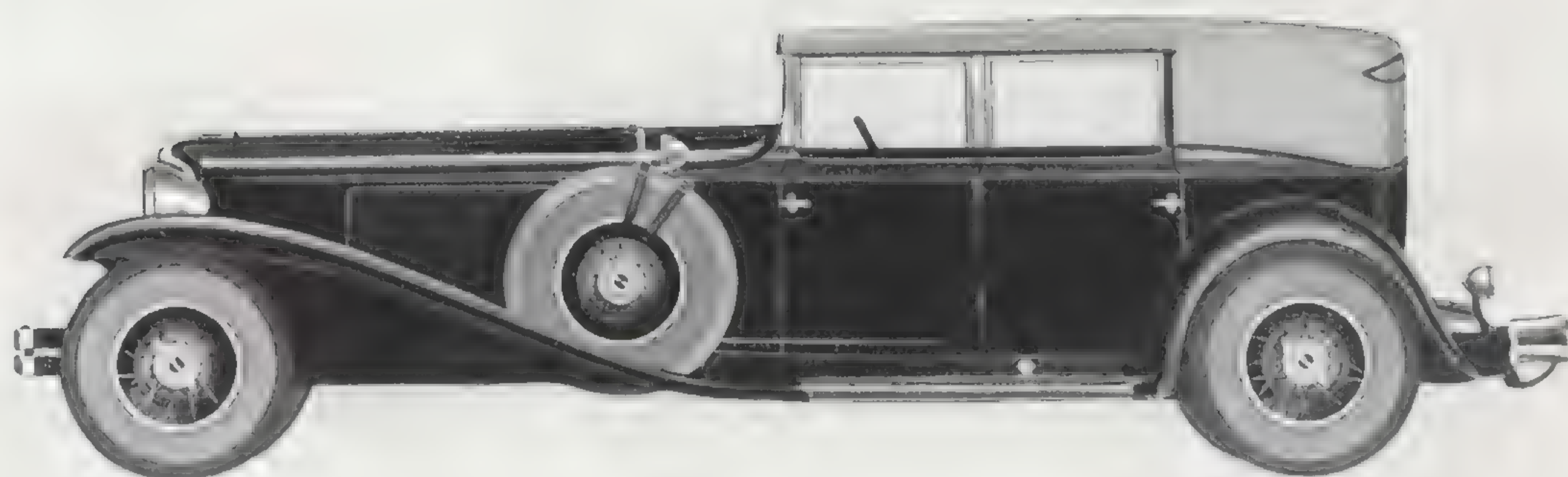
What to play for games? The Tabloid game is amusing now, because it is new, a test for games. Each person cuts a lurid picture from the tabloids without its caption, and every one guesses on paper why this face, this scene, this man being carried out on a stretcher, "made" the tabloids. Half the time you're right; half the time you have a better reason than the real sin that got the victim into print.

How shall we break the ice, the famous ice, at the party where it is doubted that any one will know any one else? Some one says that the best new trick for this eternal difficulty is to buy lots and lots of shakers at the ten-cent store. When all the icy strangers arrive, give them a shaker apiece and push them behind the bar where dozens of bottles are set out, and set them to mixing their own brand of drinks. The ice is broken, and so are some glasses, but every one has a lot to talk about, more and more as time goes on.

Some one I don't know, but wish I did, gave a party in the Life-Saving Station at the foot of Fiftieth Street, with Sherry's chefs with big white chefs' caps in charge of the buffet supper. The river goes whispering by. You are being given blinis as a canapé. These are pancakes with red caviar and thick cream. Clever, the Russians.

Mrs. John Morris and Mrs. Brookfield Van Rensselaer, who model and sell in their shop called Nancy, gave a dancing party in that very shop. The showroom was decorated with dogwood and tulips. A black bar stood before each of the millinery corner cupboards, and bottles stood on the shelves where hats had been. The tables were covered with red-and-white checked oilcloth, and the fitting rooms were used for sitting out.

Formula for a successful party: Take a pound of new location, a pound of unexpected entertainment, four ounces of fresh, desperately simple food, and mix. Sprinkle with beauties, butter up with dancing men, add a dash of celebrity, and serve hot to your friends.



ENTRENCHING ITS LEADERSHIP

The reason for the Cord's fine-car eminence is found, not alone in its exclusive design, nor in its greater value among cars of comparative price, nor in its large number of sales—it is found in the attitude of Cord owners. These owners know fine cars from long experience. Their requirements are high and exacting. Usually, they are unrestricted in their choice. It is significant that once they have experienced the advantages possible only with front-drive, they are intolerant of anything less efficient, less comfortable, and less easy to drive. The greater the number of Cord owners, and the longer Cord cars are driven, the more strongly entrenched becomes America's exclusive front-drive automobile.

BROUGHAM \$2395 • SEDAN \$2395 • CONVERTIBLE CABRIOLET \$2495 • CONVERTIBLE PHAETON SEDAN \$2595

Prices f. o. b. Auburn, Indiana. Equipment other than standard, extra. Prices subject to change without notice.

AUBURN AUTOMOBILE CO., AUBURN, IND.

C O R D
F R O N T D R I V E

FOR TENNIS AND THE COUNTRY

TIPS ON THE SHOP MARKET

(Continued from page 65)

somewhat appropriate designs, such as a gentleman sitting at a café table enjoying a glass of something, or a chorus-girl high-kicking on a table covered with glasses. Conventionalized scrolls surround these designs and give them a quaintness and yet a modernity that are quite devastating. Brilliant and amusing for a country house are some glasses painted by a man called Nasel. All varieties of glasses and goblets are painted vividly with a scroll-like design of leaves and flowers. For houses where serious drinking is done, there are some Swedish high-ball glasses that are higher than any glasses I ever saw, and yet not quite to be mistaken for vases. These come in the most delicious shades of pale blue, emerald-green, amber, or plain crystal. There are lots of other modern things that would without doubt help you out in your summer establishment, but I haven't the time or the talent to describe them all.

Wedgwood cup with a design of gold trees growing right up the sides. A tiny cup, as fragile as an egg-shell, of yellow lustre, shaped something like a flower. Quite a big cup for this purpose, Minton, with a dark blue design of stripes and a chain running around its whiteness. A Wedgwood cup shaped like a Greek urn with a base, with a wreath of gold laurel-leaves running around the top. Some Shelley cups shaped like flowers in various colours and lined with gold. And, another white Wedgwood cup with the famous design of grapes and grape-leaves edging the top.

• At Carlin Comforts, I saw some things that should be helpful to you in your summer house, what with people dropping in without notice and spending the night and you without enough comforters to go around. Summer comforters of Carlinesse taffeta and satin are finished with chenille cord and are stitched in some new patterns that are quite lovely. They are made in all sorts of colours and cost between \$23.50 and \$35. Couch throws, woven loosely of wool in different light colours, like sand colour, green, and blue, are bound in satin ribbon and may have a great big splashing monogram in one corner. These are less than \$14, with the monogram.

• At last, they have come around to seeing that you simply can not play backgammon when the ship is at an angle of 90 degrees, nor can you when the big choo-choo stops with a jerk at New London. Counters are not easily affected by will-power and so go jumping gaily all over the place in such contingencies as these. Well, as I say, that seems to have sunk into the inventors' heads. They have come out with a pocket-sized backgammon-board for travelling, with magnetized counters that stick to the board no matter what happens. The ship may sink, the train may be derailed, but those little counters will stick grimly on where they belong. It's a very neat little gadget and can be had at almost every place in the world by now, but, just for instance, I'll say Irene Hayes on Park Avenue and Forty-Seventh Street.

• Frank Brothers have some new golf and tennis shoes that I am sure we will all be glad to welcome into this happy family circle. These include white tennis shoes with Darex soles—Darex is a new, light-weight, long-wearing material that has all the tennis enthusiasts simply jittering with excitement. One golf model is made of tan calf and has perforations that make it just that much lighter, and your sole can be of rubber or of leather with riveted spikes—the choice is yours.

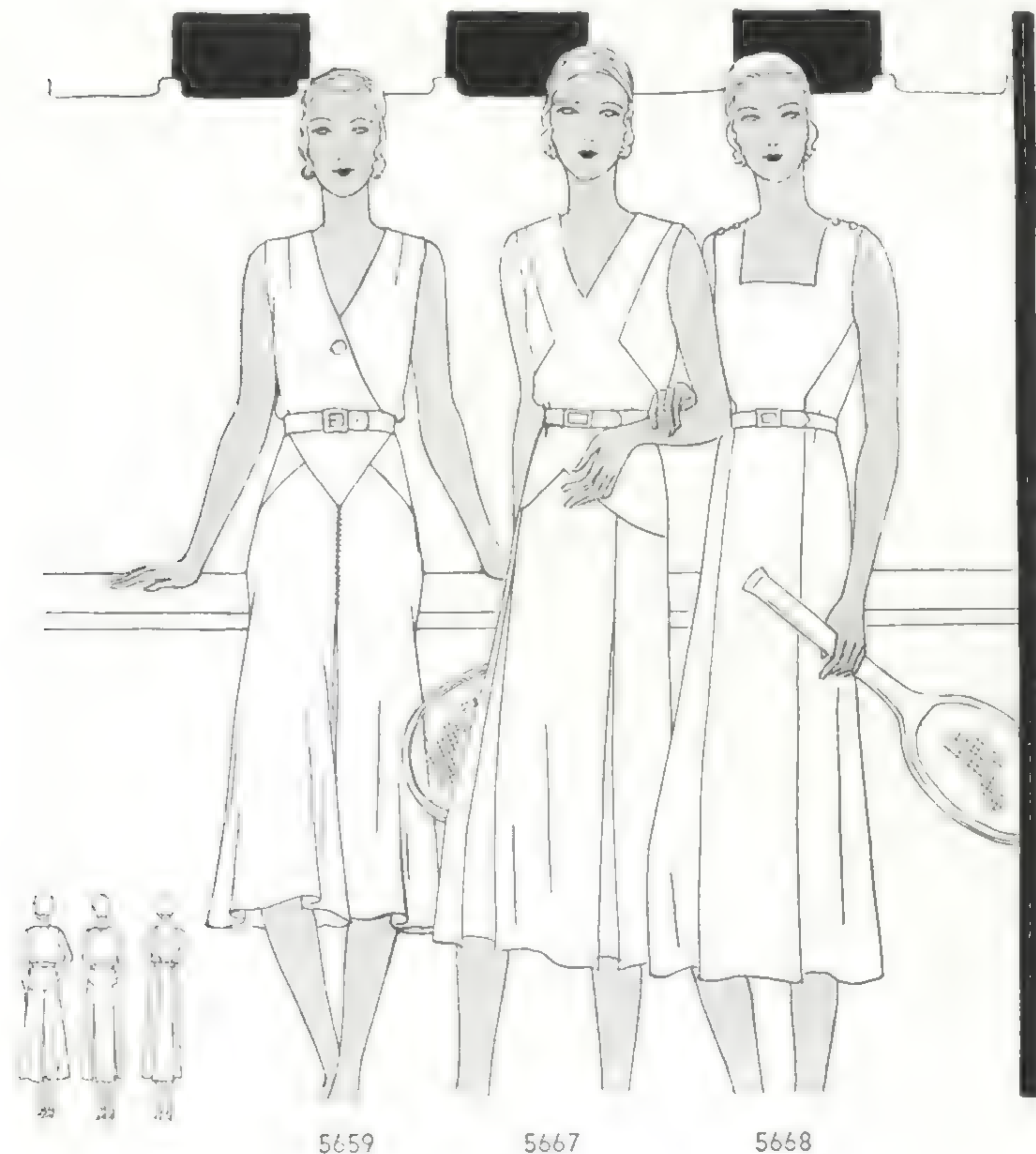
• Bonwit Teller has suddenly upped and outed with a soap called Hoz-Hue, for washing stockings. And what a discovery this is! It has a special oil in it that keeps the colour of the stockings from fading or, mark this, changing. There is nothing more disconcerting to a lady than suddenly to find that her lovely new grey-beige stockings have gone the colour of a ripe orange on (Continued on page 84)

• Bendel, as you may or may not know (I didn't, and I should have), has a ready-made department that is a comfort when it comes to footing the bill. Here are just a few items that will readily adapt themselves (aren't I getting hoity-toity?) to your summer wardrobe. A copy of a French dress, of beige crêpe with vast brown polka-dots, a brown crêpe scarf to entwine about your throat, and a brown belt, at about \$65. Perfect for those burning city streets that burn the soles of your feet and seem to blister your very soul (spiritual). Also, a red crêpe dress with white polka-dots with short godetted sleeves, a tier on the skirt, and little crêpe buttons all the way down the back. Two white gardenias appear appealingly at your neck.

For the country, a number of excellent and praiseworthy piqué tennis dresses with diagonal fastenings or double-breasted ones, in all the light, gladsome colours of ye good olde summer-time. And for not more than \$20. To put over these, a number of cardigans that are all one could ask of a cardigan, for under \$19. And, besides these, there is one super-cardigan, I might almost say a master-cardigan, with a neck that buttons up high and Dietrich-like and has a turn-over collar and costs (after all, look what you're getting!) around \$40.

• At Les Arts Modernes, that shop to which I have devoted so many high-flown adjectives, there is a great big square clock, only about an inch through and with a face of mirrored glass. The numbers are gold, and there is a little block at the back where the works are. If you're thinking about clocks from any point of view whatsoever, I would simply like to go on record as having told you about this one. I just don't want you coming to me and saying I didn't let you know it was there. I may be rash, but I think it's one of the best clocks in New York in this *Anno Domini* 1931.

• At Plummer's, there is a fascinating collection of after-dinner coffee-cups, which vessels I consider a very stimulating branch of chinaware. I picked out a few designs I thought you might like to hear about. An octagonal



Frock No. 5659—This one-piece cotton piqué frock with a divided skirt is smart for tennis. Set-in sleeves are included. Designed for sizes 14 to 20; 32 to 38

Frock No. 5667—This cotton mesh dress has inverted pleats, and the seams may be fag-goted. Sleeves and a collar are included. Designed for sizes 32 to 42

Frock No. 5668—The crêpe shantung dress has front and back panels that end in pleats. Long sleeves and sling collar included. Designed for sizes 32 to 44

Frock No. 5590—This well-cut silk crêpe frock has double pleated panels, front and back, and short kimono sleeves. It's designed for sizes 32 to 42

Frock No. 5592—A crêpe scarf trims this frock of shantung. The skirt has double panels, front and back, finished by pleats. Designed for sizes 32 to 42



helena rubinstein creates

THE SEASON'S SMARTEST MAKE-UP

HELENA RUBINSTEIN'S great genius for facial color schemes, her unerring sense of chic in the creation of cosmetics, reaches a new climax in her latest and smartest finishing touches—a marvelous foundation cream, a glamorous powder, a ravishing rouge—in stunning containers of surf green and cerise.

Thus, once again Helena Rubinstein sets the fashion in summer make-up.

SUNPROOF BEAUTY FOUNDATION

SUNPROOF BEAUTY POWDER

These creations are outstanding achievements in modern cosmetology.

Sunproof Beauty Foundation is the most exquisitely textured cream you have ever used, and Sunproof Beauty Powder the most bewitching powder imaginable. They lend new enchantment to the skin, and they neutralize the actinic sun rays preventing sunburn, sallowness and freckles!

In town, out-of-town, or en route your skin will be grateful for the protective beauty of this ideal summer make-up ensemble... Even the most limited income will recognize the unusual value in Sunproof Beauty Foundation and Sunproof Beauty Powder at . . . 1.50, 5.00

WATERPROOF ROUGE

This summer no really well-groomed skin will be without Helena Rubinstein's new Waterproof Rouge. Impervious to the briny sea and irresistible as a young blush!

This vivacious, skilfully blended cream rouge is the perfect complement to your complexion. Waterproof Rouge in Surf Green or Cerise container . . . 1.00

The new Loose Powder Vanity (Surf Green or Cerise) containing Sunproof Beauty Powder will add an accent of true distinction to your summer costume. At the surprisingly low price of . . . 1.00 This is an irresistible opportunity to try out the new Sunproof Beauty Powder and secure the smartest loose powder vanity.

The latest Valaze Double Compact (Surf Green or Cerise) contains Natural or Rachel Powder and Red Raspberry or Red Geranium Rouge . . . 1.50

LIPSTICK ENCHANTÉ

The most beautiful ever created. There is magic in this lipstick—the magic of youthful, vibrant color. As permanent as it is beautifying. Two irresistible tones which will go perfectly with every type of skin—Blonde, Brunette . . . 2.00

SUNBURN OIL

You who have been waiting for the perfect sunburn preparation, will welcome enthusiastically Helena Rubinstein's Sunburn Oil. This smooth fragrant balm induces a becoming tan without the burn. It relieves sunburn, too. In a striking green flask . . . 1.50, 2.50

Two or more of the following Scientific Beauty Builders are essential to

YOUR SUMMER BEAUTY SCHEDULE

Water Lily Cleansing Cream—contains youthifying essence of water lily buds 2.50

Pasteurized Bleaching Cream—use instead of cleansing cream to correct light tan and freckles . . . 1.00, 2.00

For Men, Pasteurized Camphorated Cream—cools, soothes, refreshes. In tubes .75

Skin Clearing Cream (Beautifying Skin-food)—to beautify dull, sallow, tanned and freckled skins. . . 1.00, 2.50

Youthifying Tissue Cream—Corrects dry skin, crows'-feet and lines . 2.00

Liquidine—to remove "shine" . 1.50

Water Lily Deodorant Talcum, the perfect toilet powder for carefully groomed men and women. Most essential in summer 1.00

Persian Eye Black (the super-mascara)—leaves lashes silky soft—stays on . 1.00

EXPERT SUMMER BEAUTY ADVICE

Wise vacationists as well as stay-at-homes are flocking to Helena Rubinstein's Salons for personal advice on correct summer beauty care... The sun does infinite damage to unprotected skins, so do avail yourself of the understanding counsel and the amazingly effective treatments which await you in each of the Salons.

Ask for these beauty creations at HELENA RUBINSTEIN'S Salons or at your favorite shop.

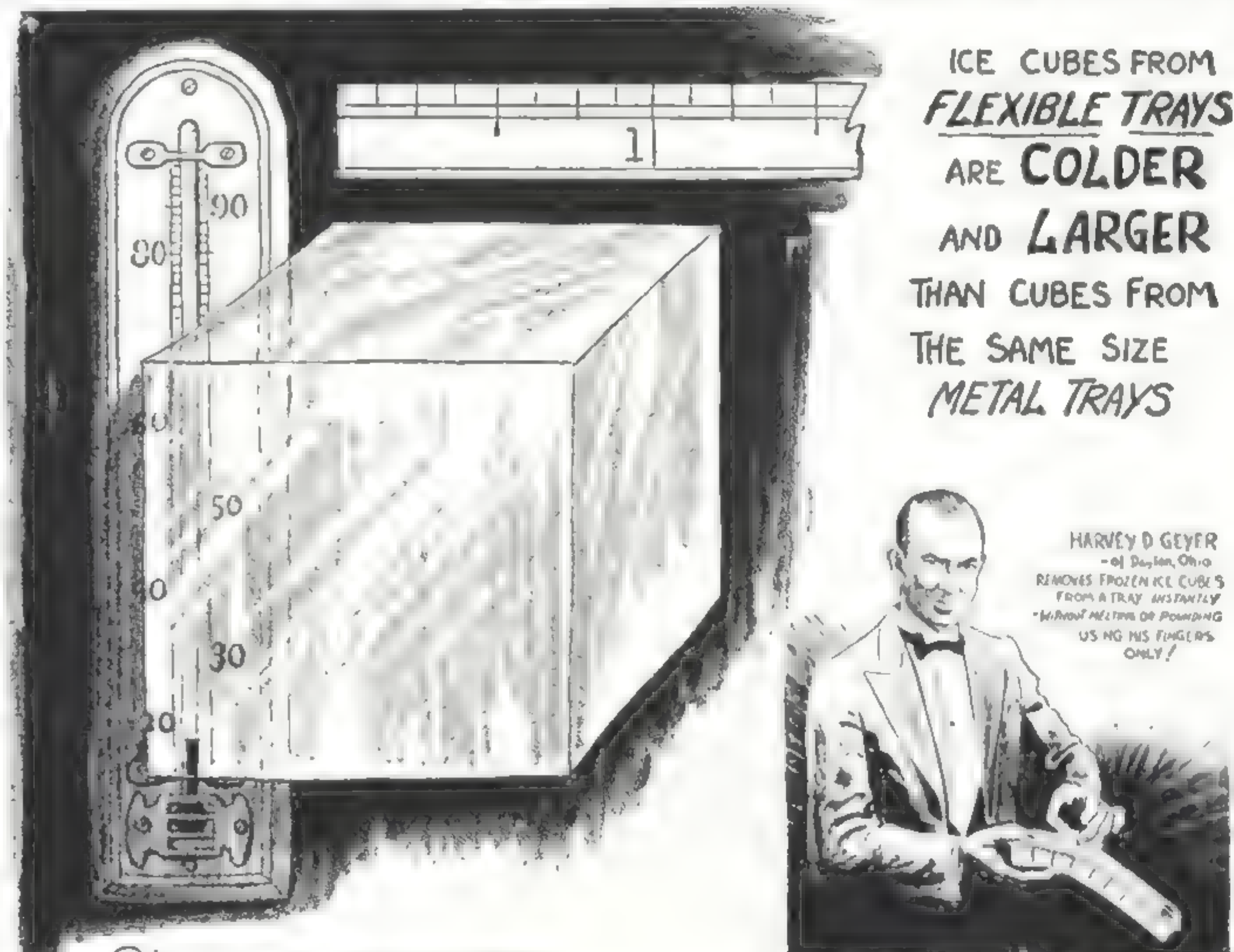
helena rubinstein

8 East 57th Street New York

PARIS CANNES MILAN CHICAGO BOSTON DETROIT TORONTO LONDON



BELIEVE IT OR NOT ----- By Ripley



EXPLANATION OF RIPLEY'S CARTOON BELOW

... ICE CUBES THE MODERN WAY

Ice cubes frozen in flexible rubber freezing trays need not be partially melted to release them—a slight finger tip pressure “pops” them out—from “tray to glass instantly.” Therefore the cubes are larger, colder, clean, sharp-edged—you get all the ice you freeze—no cubes are wasted.

Make sure the refrigerator you buy has this modern convenience.

Modernize Your Refrigerator
An inexpensive flexible rubber ice tray is made to fit every automatic

refrigerator—the Flexotray for Kelvinator—the DuFlex tray for General Electric—the Quickube tray for Frigidaire—and Flexotray for Westinghouse, Copeland, Leonard, Electrolux, Servel, Universal, and others.

See the local dealer for your make of refrigerator or write us direct, giving make of refrigerator and number of ice cube spaces in your present trays. THE INLAND MANUFACTURING CO. Department M, Dayton, Ohio

Flexo Tray
Patented and Patents Pending Reg. U. S. Pat. Off.

ICE CUBES INSTANTLY—TRAY TO GLASS



Martha Matilda Harper

Tells the Secret of

LOVELY, HEALTHY HAIR

Correct Dandruff, Oiliness, Thin, Dull, Split, Falling Hair. Have Beautiful Soft, Glossy Hair

WANT to say immediately that beautiful hair is simply healthy hair. Healthy hair requires a healthy scalp in which oil glands function normally and blood circulates freely to nourish the hair. Regain this healthy condition and you will overcome dandruff, oily or dry hair, itching scalp, thin, falling hair, brittle, split ends.

For years I studied the anatomy and physiology of the hair and scalp. The Harper Method, now used in nearly 500 Harper Method Shops throughout the U. S., Canada and Europe, is based on exact scientific knowledge and health principles. The remarkable success of Harper Method Shops and the satisfaction of many thousands of patrons guarantee that my scientific treatments should in a short time restore your hair to lovely luxuriance and beauty. Facials also given.

Send Today for Week's Trial Treatment

There should be a Harper Method Shop near you (see telephone directory). Visit it and I know that the very first treatment will delight you with the improvement. Also ask about my hair and skin preparations—creams, lotions, etc. If not convenient to a Shop, mail coupon below and I will gladly send you supplies for a full week's hair treatment. Correct dandruff, watch stringy, oily, dry, thin, lustreless hair change soon to lovely glossy beauty.

If you send at once, I will gladly answer any hair or beauty questions you may ask, and give you my personal expert advice FREE. This is a special offer, so mail coupon today.



FREE

Personal Advice from Miss Harper with Trial Treatment

MARTHA MATILDA HARPER, Desk 110-A, 1233 E. Main St., Rochester, N. Y.

I am not near a Harper Method Shop, so please send me week's hair treatment (Harper Method Tonic and Ointment) and your Free personal advice on questions I am writing. I enclose 25c for packing and postage.

Name _____ Address _____

THE SMÖRGÅSBORD

(Continued from page 55)

poached eggs with spinach; artichoke bottoms on rounds of toast covered with Russian caviar. One well-known restaurant has as its “*spécialité*” chopped lettuce, caviar, and pearl onions mixed with French dressing.

Many of the cheeses used are imported, and, in addition, there are those made in Sweden, and all are served with napkins arranged in a perky way around them. The most typical Swedish ones were *Västgöta*, a large round cheese, sometimes with the top removed, with small holes made in the centre, filled with brandy and kept until well seasoned; *getost*, a cheese from the North, made of goats' milk; *kummin*, a cheese with caraway-seeds; *grädd*, a rather strong cheese.

In private houses, we found the serving of the *smörgåsbord* dependent on the choice of the hostess. Seldom before a formal dinner are a great number of things served. Before smaller dinners, the number varies, but caviar, eggs, and anchovies are apt to be present. An unusual dish encountered in one house was called “the ox eye.” Yolks of raw eggs were dropped whole on a platter; around each yolk were chopped onions, then anchovies cut fine, then a circle of very small capers. Just before serving, the host or hostess stirs the mixture all together. This is supposed to whet the appetite and induce thirst.

A separate table is kept expressly for the *smörgåsbord*. The ritual of serving always begins with the passing of *snapps*, made of potato alcohol and flavoured with many different cordials, which is poured from fattish, square bottles. There are about seventeen flavours, and it is tossed off without sipping and followed by beer.

Our American habits demand some modification of the *smörgåsbord*, and I have adapted six or seven of the dishes and worked out a way of serving them as a first course. They may be served from one or two covered card-tables in front of a fire or, as summer comes, on the porch or terrace. Arrange them on round dishes, with a pile of plates, knives, and forks, with the cocktails and ice on a table at the side, ready to be mixed and served at the same time. Sliced eggs with anchovies and a choice of chopped cabbage with apple and mayonnaise, shrimps and mayonnaise, artichoke bottoms with caviar on top, small whole beets stuffed with cream cheese and seasoned with mayonnaise and capers, small meat balls or sausage balls, rolled slices of smoked salmon or fish in oil, tiny fish-balls, and toasted *knäckebröd* or potato chips, make a good selection. The hostess herself serves this, and, gathered around in this informal way, the guests start the repast with mellowed friendliness. Afterwards, the card-tables are whisked away. With the announcing of dinner, one sits down to only three courses, omitting the salad.

MEAT BALLS

To make these, one adds to three pounds of finely chopped meat, one pound of good lard or butter, four eggs, four *skorpar* softened in sweet milk, a little finely chopped onion, and salt and pepper to suit. This is worked well together, then diluted with sweet

milk to make it sufficiently thin and formed into very small balls. They are then sprinkled with grated bread and fried in butter until brown.

POTATO SALAD

Six or eight large potatoes should be pared and boiled, then sliced thin while hot. A white onion is then peeled, cut into small bits, and mixed with the potatoes. Some breakfast bacon cut into small bits, sufficient to fill a teacup, is fried a light brown and the meat removed; then three tablespoonfuls of vinegar are stirred in, making a sour gravy, which, with the bacon, is poured over the potatoes and onions. The ingredients are mixed lightly, and the salad is eaten while hot.

SWEDISH SALAD

For this salad, a salted herring is cut in small dice-shaped pieces; and the same amount of beef, potatoes, red beets, and apples are added, with four soaked anchovies, all cut and chopped in the same way. To this, one adds one tablespoonful each of dried caper, finely chopped cucumbers, and chopped hard-boiled eggs. The salad is then seasoned with salt, vinegar, and olive-oil, which will give it a rather odd, but agreeable flavour. The salad is then covered with twenty-four oysters.

HERRING PUDDING

Good herring is soaked in water for three hours to make this pudding; then cut in two, flayed, and all the bones removed. It is then put in sweet milk for one hour, then placed in a linen cloth to drain. A layer of boiled potatoes, cut in slices, is put in a buttered mould; upon that, a layer of herring, and this is continued as long as the herring lasts. Between the layers, grated bread is sprinkled, and two tablespoons of drawn butter are poured over it. When the mould is thus filled, three or four eggs are beaten with one-half pint of milk or cream and poured over it. The mould should be placed in a hot oven for an hour or until it rises and gets a nice colour. It is served with melted butter.

SWEETBREAD SALAD

Diced sweetbreads are marinated in French dressing, drained, and mixed with diced cooked cucumbers, hard-boiled eggs cut up, and mayonnaise. Lettuce and tomatoes are used as a garnish.

BEEF SALAD

Diced cooked beets are mixed with shredded red cabbage and cold cooked flaked fish that has been marinated in beet vinegar. This is served on lettuce with French dressing, seasoned highly with cayenne, and garnished with sliced hard-boiled eggs.

MUSHROOM SALAD

A pound of fresh mushrooms is sautéed in butter, drained, and cut into small (Continued on page 84)

★

★

Your true loveliness awaits the touch of SYMPHONIE

... the cosmetic sensation of the age

BEAUTY is not something to be brought *to* your face—but that lovely thing which must be brought *out* of it. And only *one* face powder can do this. Symphonie! No color laid on can wake the radiant freshness that is *you*. Only Symphonie will *reveal* the natural flesh-tones of your own skin. No one . . . not even yourself . . . has ever seen the beauty of your skin as revealed by Symphonie. Because it is keyed to your natural flesh-tints, it becomes a part of your skin. Don't delay the revelation which this new face powder holds for you. Go to your favorite cosmetic counter

. . . make a test application, without charge or obligation. Discover your own new beauty with Symphonie today!

Gold-Bond Guarantee: You can go to your dealer, buy a box of Symphonie, use it for a week, enjoy its perfume and marvel at how it blends with your skin. At the end of the week—if you think you can ever again use any of the old-fashioned face powders—your dealer will promptly buy the box back. We explicitly

Carl Nicks.
Creator of Symphonie and Armand

SYMPHONIE POWDER
The natural skin-tone
shade. Only \$1 the box.

GOLD - BOND GUARANTEE
YOU CAN go to your dealer, buy a box of SYMPHONIE, use it for a week, enjoy its perfume and marvel at how it blends with your skin. At the end of the week if you think you can ever use any of the old-fashioned face-powders—your dealer will promptly buy the box back. We explicitly authorize him to do this.
Carl Nicks.
Creator of Symphonie and Armand

© 1931 by The Armand Co., Inc.

SYMPHONIE HAS MADE ALL OTHER FACE POWDERS OLD FASHIONED

TREMENDOUS TRIFLES IN SMART SERVICE



So many details contribute to the smooth running of a household—details that seem trifling when they are well-ordered—details that seem tremendous when they have been overlooked.

That's why it is important to have them accurate . . . whether your establishment requires a whole platoon of servants marshalled by the perfect butler or is confined to the services of a single maid. That's why the editors of Vogue have taken such pains in creating Vogue's Book of Smart Service, a book that carefully covers the duties, demeanor, and dress of servants . . . correct service for breakfast trays, and luncheon, tea, and dinner tables . . . and diagrams of silver and china for every course from the oysters to the finger bowl . . . correct forms for letters of recommendation, and for written orders to servants . . . hints on the care and cleaning of silver.

That's why you will delight in using Vogue's Book of Smart Service as a practical and stimulating guide-book to the smoothly-running home.

Perhaps you would like several copies—one for your own reference, and one for each of your servants. The price is but one dollar the copy.

VOGUE'S BOOK OF SMART SERVICE

90 PAGES • ILLUSTRATED • \$1 POSTPAID

VOGUE, Graybar Building, Lexington at 43rd, New York City

Enclosed find \$_____ for _____ copies of Vogue's Book of Smart Service. (\$1 per copy.)

NAME _____

ADDRESS _____

CITY _____

STATE _____

VM-7-1-31

THE SMÖRGÅSBORD

(Continued from page 82)

pieces. They are then mixed with finely cut celery and cooked peas and served on lettuce or cress with mayonnaise.

BOILED EGGS WITH CAPERS

You may boil as many eggs as needed, but no longer than is necessary to peel off the shells. For the sauce, you prepare four hard-boiled yolks of eggs and beat them up with two tablespoons of olive-oil and an equal amount of vinegar; then strain and add a little more vinegar until the sauce becomes thin enough. The next addition to the sauce is two spoonfuls of chopped capers. The sauce is then poured over the eggs on the plate, and fried slices of bread are used as a garnish.

SPINACH SALAD

Cold cooked spinach is moulded in small cups, and then turned out on lettuce. It is garnished with hard-boiled eggs and bits of cooked ham or tongue and served with mayonnaise or cream

dressing, whichever you may prefer.

CODFISH SOUFFLÉ

To make this, you should boil half a pound of salt codfish that has been soaked overnight. The fish is then mashed and mixed with two cupfuls of mashed potatoes, pepper to season, and the well beaten yolks of two eggs. The mixture is beaten thoroughly, the stiff whites of the eggs folded in, and the soufflé baked in a hot oven until well puffed and brown.

Here is a menu from the past. The "grand dinner" was very pre-War, but the *smörgåsbord* menu seems to go on unchanging.

Fresh Butter and Bread	Cheese	Roasted Bread	Caviar
Warm Boiled Potatoes, Unpeeled, and Herring	Smoked Tongue	Pork Omelettes	Goose Breast
Liver	Hard-Boiled Eggs, Chopped	Sausage	Radishes

If out of all these viands, you find something to please, I raise my glass to say "*skål*."

EDITH KEY HAINES

TIPS ON THE SHOP MARKET

(Continued from page 80)

her after the first washing. Well, the old pioneer days of primitive methods are gone now. We're getting civilized at last. Radio, television, and that simply fascinating invention, the storage battery, have been forerunners of our new freedom. And now it's Hoz-Hue.

• Bobby Weil, a shop on upper Madison Avenue, up where there are a few trees and a certain peace, has some beautiful dresses that I will now endeavour to describe to you. A white crêpe Vionnet copy, faggoting, diagonal cut, and all, with a green-and-beige braided belt and a jacket of bright green crêpe that fastens diagonally across your front with a lot of buttons. It has a scarf cut in one with the jacket. This, for Sunday luncheons, would be divine, but of a divinity! A white piqué dress for golf on hot days, with a good full skirt and a waist cut like a man's evening waistcoat, little buttons converging towards the waistline, pockets, and everything. A two-piece business of coarse white linen, consisting of a plain skirt and a short jacket like a steward's on a boat, bound on all the edges with black braid and fastening double-breasted with black buttons. This contrives to give you such a figure as you dream about when you aren't having nightmares. Then, there is a dress of a white rough silk material a little like shantung, plain as plain can be, with a big Patou handkerchief in red and blue that you wear like a cowl around your neck, buttoning the point down on your waist-line, where a button is conveniently provided. As to the evening dresses here, I would especially like to speak of a fluttery white chiffon cut along lines that are classic for chiffon dresses, you know, full skirt and waist moulding. Printed sparingly over the chiffon are a few simply enor-

mous dark blue polka-dots, almost the size of a saucer. The effect, I may say, is one of complete glamour, and that is what we want.

• Jessie Franklin Turner is pretty famous around these parts (and, as far as that goes, most other parts) for having about the most beautiful tea-gowns in the world. I went around and looked at some for you, with the idea of wearing them in summer kept firmly in mind. In every woman's summer, there comes a time when she needs a tea-gown, and needs it badly, whether it be in her linen-shrouded living-room in the city or dining gracefully at dusk in the country. A white crêpe romain tea-gown with a train and long arm-drapery has a girdle of green velvet ribbon on which, in front, are fastened a number of green velvet grapes and grape-leaves. In this divinely classic thing, you are apt to be mistaken in the twilight for one of the statues in your own garden. Another for cool evenings is made of sage-green satin. This, too, has a train and a thin chiffon jacket that fits you like the paper on some very beautiful wall and has a deep, scant ruffle about your hips. Gardenias appear at your bosom and at the back of the neck, arranged so as to look glamorous. Another very strange, interesting thing to dine in is made of a Russian silk linen with a wild, bold, harsh design in fuchsia, yellow, and white. This is made perfectly straight and plain, and a sash ties it in about your waist. While I think of it, I would also like to tell you about a wrapper they have there, of rust and green satin, made very simply and plainly and costing about \$45. The last word must go to the shop itself. It is in a cool, lovely house with big, pale rooms and a tiny garden. This is a shop where it would be fun to buy clothes in summer.

Big, generous pads of snowy-white cotton for spreading on cleansing liquids, astringents, tonics, oils and lotions



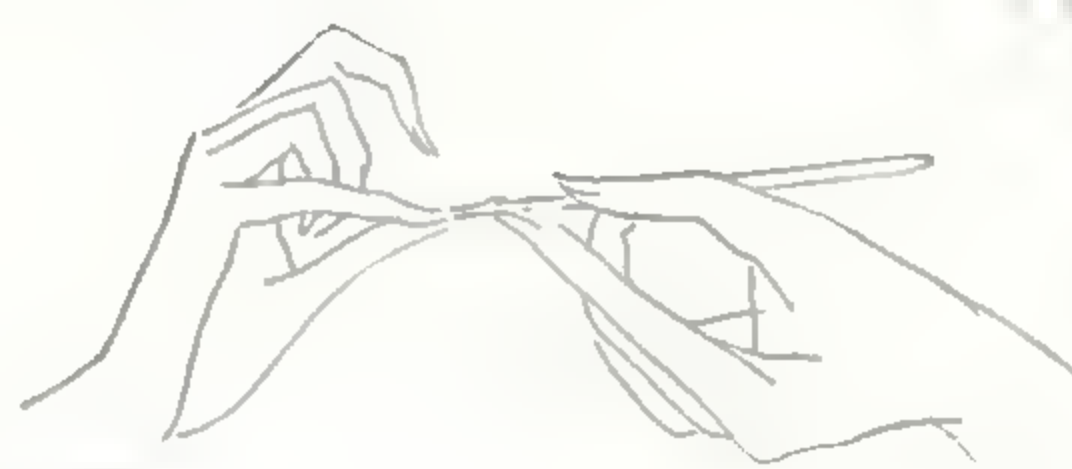
Medium-sized pieces of soft, fresh cotton for patting on powder, applying deodorants or making eye compresses



Little pledgets of clean, sterilized cotton for the baby's bath-time, for cleansing his eyes and nose and mouth



Tiny wisps of nice, soft cotton to wrap around your orange wood stick when you give yourself a manicure



*An old friend
in a smart new container*

THE COTTON PICKER

The Cotton Picker shelters in its compact, businesslike, hand-fitting container your indispensable old friend—Bauer & Black Absorbent Cotton. Its snug-closing cap keeps the snowy, soft, sterilized cotton tightly sealed against dust. Its ingenious opening produces just the amount of cotton you want for any purpose, without exposing the rest of the contents to air and dust. No awkward box to open and close, no clumsy roll, no paper to unwind.

Bauer & Black Absorbent Cotton is the finest cotton that grows—processed twenty-one times to make it exquisitely soft and fluffy, clean and sterile. Ask for The Cotton Picker at your drug or toiletry counter—only 25 cents.



© 1931, The Kendall Company

IMPROMPTU SUMMER MEALS

(Continued from page 39)

BEICH Bridge Mints! Hearts, spades, clubs and diamonds of glistening crystal-pure peppermint. Tasty . . . cooling . . . refreshing! For the thoughtful hostess . . . in trim 8-oz. jars . . . say "Bike" . . . at select dealers.

PAUL F. BEICH COMPANY
Chicago . . . Bloomington, Ill.



We Visit Schools . . .

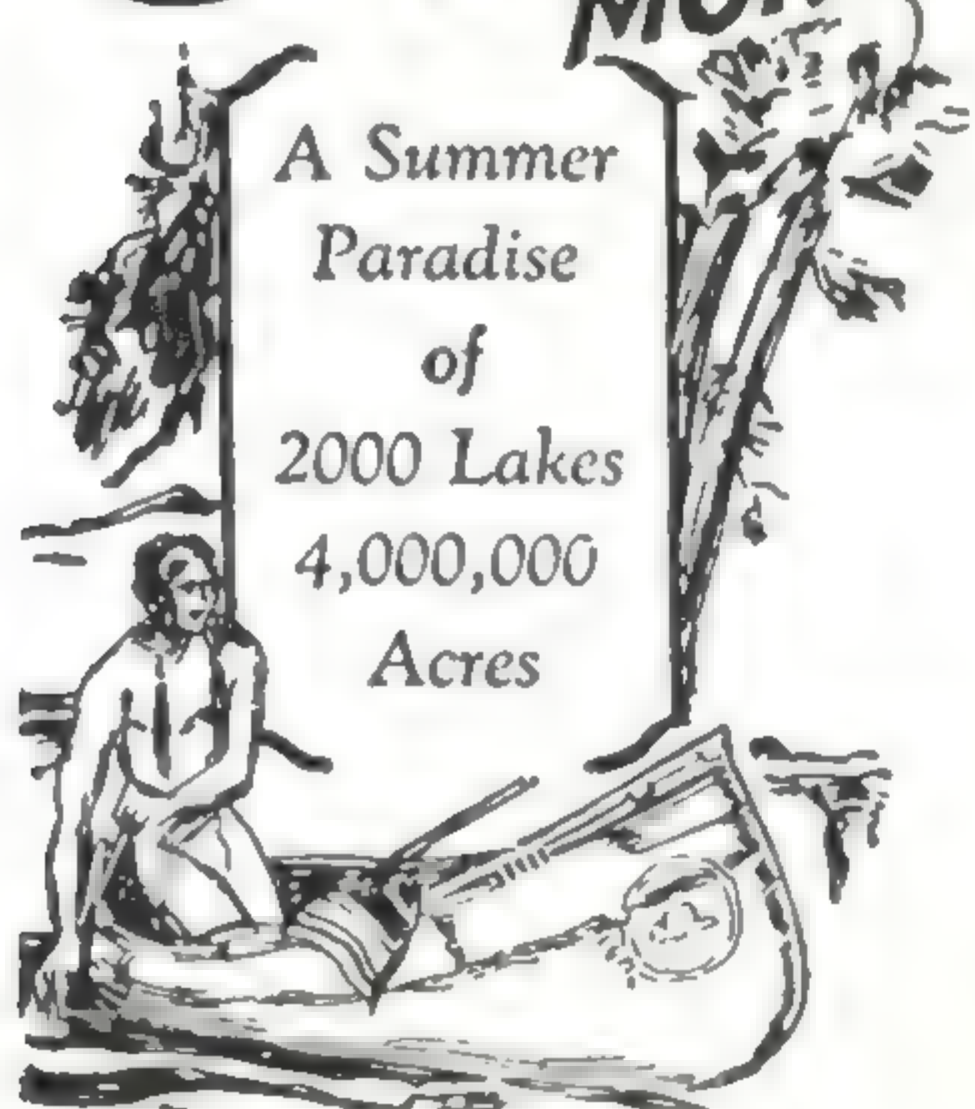
The members of our school consulting staff have investigated every school that they recommend. In this way we are able to give you first-hand information of the most practical benefit in helping you select the right school for your boy or girl.

VOGUE'S SCHOOL BUREAU

1928 Graybar Building : Lexington at 43rd : New York City

The Adirondacks

MONTREAL-QUEBEC TOUR



For complete vacation joys—
come to the Adirondacks.

Reached from all directions by splendid state highways, de luxe train service and fleet steamers.

Championship golf courses, tennis, swimming and unexcelled water sports, miles of bridled paths, famous dance orchestras. World's best racing at Saratoga Springs.

[[Everywhere there are
Inns to suit every purse]]

For Adirondack booklet, map and list of hotels, write:
ADIRONDACK RESORTS ASSOCIATION, Port Kent, N. Y.
For Montreal-Quebec booklet, write:
MONTREAL TOURIST AND CONVENTION BUREAU, INC.
New Blrks Bldg., Montreal, P.Q., Canada

once you get beyond fourteen or sixteen guests.

The second course is the main *plat*, the hot dish, and this, too, must be carefully chosen so that waiting will not spoil it. A chicken casserole, chicken à la king, *ragoût*, *bœuf braisé*, and similar dishes, are possible to cope with on such occasions. An alternative, for lunch, is huge dishes of cold cuts served with a hot dish of macaroni or with baked potatoes. And, remember, several small platters instead of one huge one speed up the service. I have often seen one servant slowly serving the table with the large dish, followed by the second servant with the sauce or vegetables, while the last guest waited interminably for his turn to come; when, as a matter of fact, two servants should have been passing separate dishes of the same course, returning to the pantry for the vegetables or sauce to accompany it.

AFTER THE "PLAT"

To follow up the cold cuts, asparagus would be excellent, because it can be served cold. For the same reason, the sweet is never a difficulty. Cold rice pudding, fruit salad, or fool, the English standby, is always good for lunch and more imaginative than ices. Gooseberry-fool, raspberry-fool, and strawberry-fool, classic sweets in an English household—so good and so easily made—are suggestions for the American hostess who is looking for something different. Fool is made as follows: the fruit is stewed with plenty of sugar and very little water and, when sufficiently cooked, pressed through a hair-sieve, making a thick consistency, like a *purée* of pease. When cooled, this mixture is beaten into whipped cream and poured into individual glass dishes, which are then placed on ice until served, accompanied by macaroons or lady-fingers.

There is nothing better in summer than fresh fruit compotes, as they are made in England. A thick sirup of sugar and water at the boiling-point is poured over a bowl of fresh fruit, and the fruit is then allowed to chill on the ice. If a liqueur glass of cognac is poured over the fruit, it gives a delicious taste that is far more subtle than kirsch.

Following our hostess' mental process, which is occupied with the mechanics of her household, we find that she has not forgotten the existence of the buffet-table arranged for the drinks and hors-d'œuvres at the beginning of the meal. Left to itself, it stands to greet the guests returning from the dining-room like a spectre of the feast, since the distracted servants have not had a chance to do away with it as the meal proceeded. So, she has had the idea of utilizing it again, at the end of lunch or dinner, for the coffee. Of course, it has had to be redressed, and it is now discovered with the coffee-urn, cups, dishes of mints and chocolates, and a tray of liqueurs, in place of the cocktail glasses and hors-d'œuvres with which it was originally set. This arrangement has taken the time of one servant, whereas that of two would have been required to dismount the table and re-

move it to obscurity. And our hostess breathes a sigh of relief—the guests have been fed, and they have even been forced to help themselves, which is an art, if it can be done without their knowing it. She has not given them a buffet meal, but she has used her buffet to simplify the service and shorten the repast and has spared the servants and her own nerves.

All this takes considerable thinking out beforehand, but the program runs smoothly, once the servants are used to one's ways. There is nothing more disquieting than a distracted hostess. She is the result of poor organization. But, alas, organization is a talent, not easily acquired by those who have not the gift. People without this gift usually fail in giving directions, because they do not explain clearly to others what to do.

Our country hostess is a hostess on call, so to speak, and, if she is wise, she will call to her aid all the old standbys, the things that can be kept in the larder for unforeseen occasions. There should always be eggs in the ice-box, for those midnight raids that come at unexpected moments. A large cheese should be another household pet, and a cold ham is indispensable. Unusual food is all very well, but, when dining out, one gets simple food far too seldom.

FOR SUNDAY LUNCH

A Sunday lunch with the following menu would be more appreciated by the hungry golfer than a more complicated repast: cantaloupe flavoured with sherry, cold ham, potato salad, whole fresh tomatoes served with mayonnaise, and, as a third and last course, two kinds of pies—peach and cherry, for example. The main *plat* for such a short meal should always be passed twice, and a choice of two sweets is a good idea, for it smacks of bounty. In place of cold ham, cold tongue served with several kinds of condiments is a suggestion, but, in my opinion, cold chicken should also be served with cold tongue, as not every one likes tongue. Melons, of course, can be served at the end, instead of the beginning of a meal, and they make an excellent sweet when they are filled with chilled vanilla custard (not frozen) or small balls of melon meat flavoured with maraschino or some other liqueur.

In Italy, there is a cold summer dish that one finds only in small restaurants, which is suitable as a first course for any meal in the country. It is a cold *minestrone*, made with rice, which is poured, when hot, into large soup plates and allowed to chill on the ice. Nothing could be better in very hot weather. Another dish that is always served in Italy in summer is melon with cold ham. A half-melon is placed before each guest, and the ham is presented on a large dish and eaten on the same plate. Any ham will do, except Virginia ham, which is not so good with melon as the *jambon de Prague* or *de Parme*.

For the second course of a hot-weather lunch in the country, cold galantine and salad take the place of ham (Continued on page 88)



....the new, safe
cream depilatory



as delightful
as your own
choicest cold
cream

....perfumed,
pearly white

ACTUAL SIZE
GIANT TUBE

50¢

JUST spread the new **ZIP** Depilatory Cream over the hair to be removed, rinse off with water, and admire your beautiful, hair-free skin. If you have been using less improved methods, you will marvel at this white, fragrant, smooth cream; safe and mild, but extremely rapid and efficacious; in a giant tube, twice the size at half the price. . . .

ZIP Depilatory Cream leaves no unpleasant odor, no irritation. It is the most modern, instantly removes every vestige of hair, and relieves you of every fear of later stubble or stimulated hair growths.

permanently destroys unwanted hair!

Now within the reach of all

TODAY, **ZIP** is the only Epilator available for actually destroying hair growths, by removing the cause. Tested over a period of twenty years, **ZIP** has met every requirement and has been used by hundreds of thousands of women for permanently destroying hair on the face, arms, legs and under-arms. So simple. So quick. **ZIP** leaves no trace of hair above the skin; . . . no prickly stubble later on; . . . no dark shadow under the skin. **ZIP** is pleasant to use, safe, and delightfully fragrant. It is this product which I use at my Fifth Avenue Salon.

ZIP
IT'S OFF
because
IT'S OUT
EPI-LATOR
NEW \$1.00 SIZE
(DE LUXE SIZE \$5.00)

And if you insist on using the harsh razor at times, . . . take this advice from one who knows: Protect the skin before applying the razor. Simply spread **ZIP-SHAVE** over the surface . . . and shave. The application of **ZIP-SHAVE** not only speeds up the razor, but overcomes chap as well. Giant tube, 50c.

Treatment or
FREE Demonstration at my Salon

Madame Berthe
SPECIALIST

562 FIFTH AVENUE, NEW YORK
ENTRANCE ON 46th STREET

If your dealer cannot supply you . . . use coupon

MADAME BERTHE, Specialist
562 Fifth Ave., New York

(17)

I enclose \$.....for which please send me

- ☐ A Package of **ZIP** Epilator - Fragrant (\$1.00)
☐ A Giant Tube of Madame Berthe's New Perfumed **ZIP** Depilatory Cream (50c)
☐ A Giant Tube of **ZIP-SHAVE** (50c)

Name.....

Address.....

City & State.....

CLOTHES FOR LILLIPUTIANS

IN SUMMER-TIME

COAT No. 3183—This double-breasted coat is of Botany flannel. Designed for sizes 1 to 6

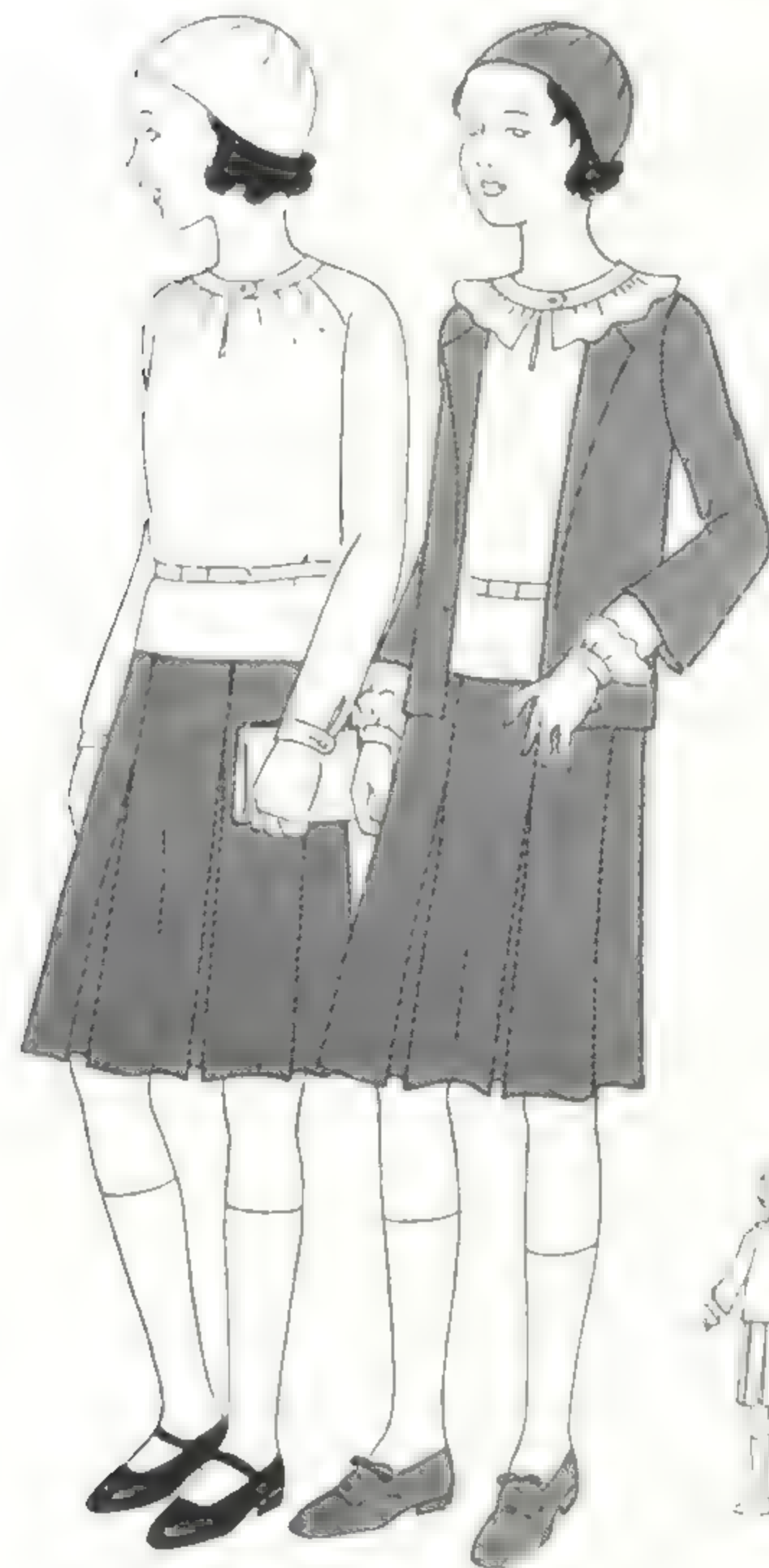
COAT 3183—Leggings included; Talon slide closing. Designed for sizes 1 to 6 years



3183



3183



3180

3180

ENSEMBLE No. 3180—Handkerchief linen and cotton tweed. Designed for sizes 8 to 14 years

ENSEMBLE No. 3180—HAT No. 3169—Cotton tweed suit. Designed for sizes 8 to 14 years



3181

3182

SUIT No. 3181—Two-piece piqué suit; trousers button to blouse. Designed for sizes 2, 4, 6

FROCK No. 3182—This one-piece piqué dress has inverted pleats. Designed for sizes 2 to 8



3179

FROCK No. 3179—One-piece linen frock, with cluster pleats. Designed for sizes 8 to 14



This new Marie Earle week-end beauty kit is a wise investment—it does away with all danger of cold-cream on your clothes and provides a complete beauty treatment

W E E K - E N D S

(Continued from page 58)

links between dances, they won't give you away by spots or grass stains when you return to dance. Take plenty of stockings. You never know what wild games may be played. If you are the type that wanders through the brambles, don't wear stockings—or else get them of cotton mesh. I. Miller has some good ones for about \$1 a pair. As for silk, Lord and Taylor has crêpe (non-shiny) ones for under \$2 which look expensive on the leg. Coloured tennis socks will liven an old dress.

Take a small package of soap flakes. It won't take a minute to wash your stockings after a swift game of tennis, and they will appreciate it. Also, don't fail to take a can of the wonderful cleaning powder, "Annette," for unexpected spots.

The underwear problem should be thought out with no end of care. Too little underwear is disastrous. Too much will cram the bag. Let us make a short list. "Pour le sport," you will need about two pair of bloomers. Here's news. Franklin Simon has brought out a sensational pair of shorts made of baby-pink mesh. They fit and fit the form and have ribbed legs that are the height of comfort. They really are charming and remind one of baby under-panties. The price is less than \$2. As for the slips, two daytime ones are necessary if you go in for hot games. Get them plain, in white. Saks-Fifth Avenue has a beauty for under

\$5. If you must have lace, buy some real Binche and whip it on the top yourself. It washes beautifully and lasts forever. One evening slip will do, but be sure it fits well, otherwise your evening dress will look bulky. White satin is a good choice of fabric.

Cold-cream jars should not be scattered all over the suitcase. It's poor on the temper. A week-end cosmetic case is a good economy and will keep jars from leaking over everything.

Those string and wool turbans that every one is wearing pack wonderfully. Newer than the string beret is the African turban with a peak at the back of the head and long streamers that you bandage about your cranium yourself. Best has this in white.

If you wish to make an extra special hit with your hostess, go to Vendome, on East Forty-Ninth Street, and get one of those charming Stilton cheeses soaked in port wine, put up in little clay pots for about \$1.75. Or go to Fortnum and Mason and get honey in amusing coloured pots.

As for the gruelling bread-and-butter letter, a good way to get through it quickly, inexpensively, and effectively is this. On leaving, or before leaving, take a few sheets of your hostess's paper and write your note on the way to the train. Tell her you had such a good time that you couldn't wait to write, and send it back with the chauffeur. She will be deeply impressed.

IMPROMPTU SUMMER MEALS

(Continued from page 86)

or tongue and salad. A galantine made of chicken and vegetables is extremely good and attractive in appearance. A galantine of salmon and cucumbers also is delicious when served with a bowl of salad, in the centre of which is a frozen tomato sherbet surrounded by crisp lettuce, which has been mixed with French dressing and then drained off. Cold *bœuf à la mode* is another meat dish that accompanies salads well. Of course, with *bœuf à la mode* or galantine, in which there are vegetables, one should be careful that the salad does not repeat the vegetables used in the main dish. Chicken salad is a combination of a cold meat dish and salad and should be served by itself. But, as it is very substantial, it may be served as the main course for a summer lunch in the country, if preceded by a hot egg dish or something of that character.

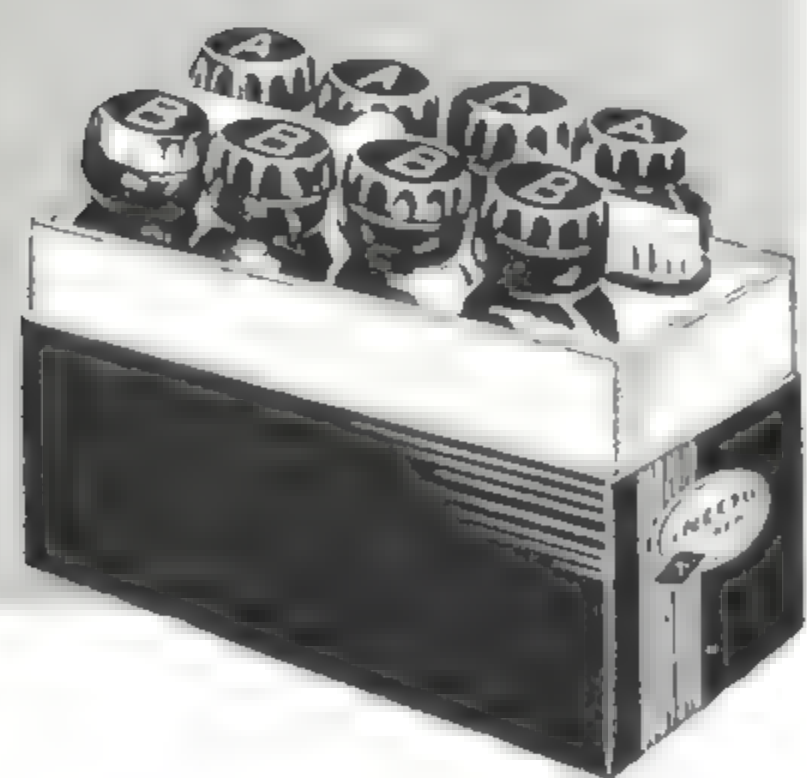
The day must be very warm indeed for the lunch and dinner to be entirely cold, as most people think that a meal without a hot dish is not good for the digestion. But the hot dish should not be heavy. I think that one of the best of this sort is French pancakes filled with chicken hash in the making of which a great deal of cream has been used. Another such dish is composed of large potato jackets filled with chicken hash. And still another suggestion, of Polish origin, which may be considered a hot dish, is individual earthenware bowls of *clabber*. This is milk which has been allowed to sour, placed before each guest and served with hot new potatoes covered with butter and parsley, each guest putting several potatoes in the cold *clabber*. This is a novel surprise for the summer hostess to spring on her country guests.

"HIM"



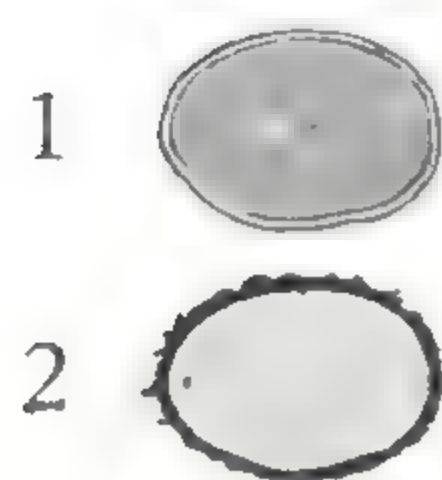
Gone!

...to the limbo of BUSTLES and BLUSHES

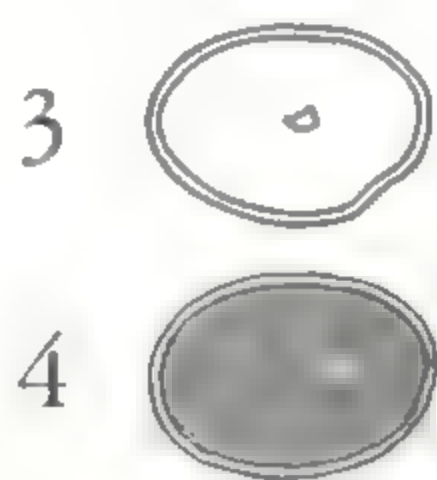


Gray hair, that erstwhile distingué gesture which heralded the approach of Heart-break Age, is definitely "out"! Look about you and see what's happened. No longer is there any mid-Victorian prejudice against gray-hair tinting, for NOTOX has banished all such antiquated ideas...NOTOX, a patented product, re-colors gray hair a decidedly new, scientific way. Instead of crusting

the hair with a surface plate of dye (as do old-fashioned "clear white restorers"), NOTOX penetrates the hair and colors it inside the hair shaft. Wash, wave, sun NOTOXed hair as much as you like. It remains undetectably natural, supple, fine and lustrous as ever. Resent a substitute—a like product does not exist. NOTOX is on sale for home use at smart shops everywhere.



1. A red hair showing how nature distributes the color throughout the inner fibers of the hair.



2. A gray hair, colorless and drab because nature no longer implants pigment in the fibers within the hair covering.

NOTOX

colors hair inside as nature does

3. A gray hair dyed with a "coating" dye. Notice the crust of dye which plates the hair and makes it coarse, stiff and brittle.

4. A gray hair recolored with Notox. Notice that the Notox coloring is implanted throughout the inner fibers of the hair, with no thickening of the hair's transparent covering—exactly as in the natural hair (marked 1.)

IT'S ON PAGE

Automobiles and Accessories

	PAGE
Auburn Auto (Cord).....	79
Chrysler Motor Car.....	22
Ethyl Gasoline.....Facing	1
Ford Motor Car.....Facing	76
Marmon Motor Car.....Facing	77

Candies and Foods

Beich Candies	86
Schrafft's Candies	6

Cigarettes

Chesterfield	Back Cover
--------------------	------------

Fabrics

Durane	7
--------------	---

Hotels & Travel

Adirondacks	86
Badrutt's Palace Hotel	13
Grace Line	17
India State Railway	17
Matson Line	18
Travel Directory.....	16-17
Waldorf-Astoria Hotel.....	4-5

Household Supplies

Cannon Towels.....Facing	92
Inland Co. (Flexo Tray).....	82
Lux Flakes	77

Jewelry and Silverware

Tiffany & Co.....	1
-------------------	---

Millinery

J. B. Stetson	2
---------------------	---

Ready-to-Wear

Bradley Bathing Suits	76c
Wilkin-Malito (Golflex).....	3

Schools & Camps

Shoppers' & Buyers' Guide

Shops

Bergdorf Goodman.....	73
Gunther	74
Saks-Fifth Avenue	20

Toiletries

Ambrosia	71
Armand Company	83
Bauer & Black	85
E. Frederics	72
Martha Matilda Harper.....	82
Kleenex.....	75
Listerine	69
Murine	18
Notox	89
Olorono	91
H. Rubinstein Preparations	81
Sterling Products (Mum)....	76
Woodbury's Facial Soap	66-67
Zip	87

Trunks

Hartmann Trunks.....	78
----------------------	----

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

S. O. S. FOR SMARTER YACHTS

(Continued from page 49)

very nice family tradition. They provide their guests with big red blanket coats, blankets, and parasols with the insignia of the *Corsair* worked on them.

Of course, with an old square-rigger like the Arthur Curtiss James's *Aloha*, where you can still climb the masts and Mr. James runs the boat himself, it would be vandalism to do it over and spoil the Robert Louis Stevenson romance of its interior. It does not try to be picturesque. The brass beds are divinely comfortable. Robert McCormick's boat is another exception. He has bought a Venetian sailing vessel for Mediterranean cruising and done it up with coloured sails, old furniture, and ancient brocatelle.

But these are special cases. The new thing is light wood, large expanses of plain white walls, broken by unframed mirrors and bright, clear colours. A main cabin, panelled in bright teak-wood with red morocco cushions, is to be found on Paul Hammond's small yacht, *Landfall*.

Cork is the new covering for floors. That old-fashioned straw matting would be good, too, especially for yachts that cruise in tropical seas. The linoleum department of Macy's does special inlay jobs for yachts with flags, stars, and moons, or sailboats. Red, white, and blue seem to be the most breezy colours at sea. Instead of curtains, some are using little roll shades of natural bamboo or coloured sticks. Both canvas and oil-silk now are made in bright colours. There is a new Oznaberg cloth, a coarse oyster-white woven material, excellent for boats.

SPACE CONSERVATION

Aguilar, Incorporated, is a shop that is extremely clever about making the most out of space. This shop specializes in tucking away in the most remarkable fashion capacious bars and closets and in building-in the most convenient possible chests of drawers. It is worth stepping up there to see for yourself. The compact dining alcove and the two bars that are gems of space conservation, shown on page 49, were designed by them.

W. and J. Sloane have a trig set of reed furniture for a yacht. It is painted white with bindings lacquered in vermilion-red, and the cushions are covered with vermilion-red fabrikoid with white pipings. At Sloane's, too, you will find some clever lamps that make use of all kinds of ships' hardware from brass cleats to a small ship's wheel. And here, you will find that smart Oznaberg cloth we just mentioned.

Nice nautical china not always being easy to find, you might go to Plummer's—that mine of fine china. They have, besides the conventional white plates with the blue or red border and crossed flags, English Mason china with clipper ships in black-and-cream and a green-and-yellow floral border.

Some Limoges china with blue sailboats rocking across the waves is to be seen at Macy's. And, as sailing companions for this china, there are pressed glass goblets with crossed flags of your own insignia. Much less formal is the cream earthenware with a simple

clipper-ship design in black or red to be found at Macy's. The forms are simple and good and—what's more interesting—quite un-upsettable in any storm. In the well-known Corner Shop of this emporium, you'll find amusing old ships' lamps of pewter and iron, admiral door-stops, a collection of old ship pictures and ship models, and funny andirons for a yacht or a house by the sea.

Rena Rosenthal has recently added to her fascinating shop some good modern furniture that would be perfect for a boat because it is not awkward or heavy. When you go to see it, look around, also, at the many attractive gadgets for boats: an ash-tray in the form of a fish; glasses that are red and blue inside and untarnishable metal outside.

FLEETS OF LINENS

There are fleets and fleets of smart boat linens to be found around town. Mosse has a natural linen luncheon set with hemstitched squares, and the name of your boat may be embroidered across the corner. Another serviceable set, made—appropriately enough—of "pebble" linen, has a hemstitched hem and crossed flags embroidered in the corner. You can take your choice among white, *écru*, green, and yellow. Hand-towels and bath sets fly the crossed flags. Guest towels flaunt fabled sea-horses. Linen cocktail napkins sail embroidered boats. And—very new and exciting—here are cocktail napkins embroidered with the urgent danger signal flags from the International Code.

At Kargère, there are tray-cloths, tea-sets with appliqué sailboats, guest towels in green-and-white, and other linens with appliqué boats. At Ascher-Le Vin, on Madison Avenue, you'll find very smart Turkish towels in tan with broad white and narrow blue and red stripes across the ends and crossed flags or sailboats in the centre of the white stripe.

Abercrombie and Fitch is a veritable Davy's Locker for boat treasures. Highball glasses have assorted salmon flies. There are ingenious ways for storing or "binning" your stock so that there's no possibility of breakage or evaporation. A ship's-wheel ash-tray has a cigar clipper in the revolving helm. This can have your yacht's flag engraved on it. A hand-tooled desk set of tan imported cowhide has flags embossed on the top and your own flags can go in the centre. For the comfort-loving reader on deck, there is a book-rack of bronze or silver metal that may be attached to any chair, steamer or otherwise.

At Gilman Collamore, there are glass cigarette boxes and decanters that are etched with nautical insignia. At L. M. Triest, on Lexington Avenue, there is one of the most serviceable cocktail trays you can put aboard ship. It is made of untarnishable metal and has a deep rim to prevent the glasses from slipping off. Here, also, are the famous "cock-eyed" cocktail glasses. On each glass—a very heavy glass, by the way—a cock's head is embossed, the eye of which follows you in a perfectly uncanny way, no matter how you turn it.

PERSPIRATION CONTROL
IS INSTANT AND COMPLETE WITH
THIS MIRACULOUS NEW

• • INSTANT ODO·RO·NO



1 *With the New Instant Applicator*, attached to the cap, you may apply this amazing new Instant Odorono in a moment. Just pat it on quickly at any time, day or night—after the bath, or as you begin to dress. Entirely sanitary! No need to use cotton! Nothing messy or greasy to soil your clothing. Underarm perspiration is stopped . . . perspiration odor is prevented—instantly!

2 *With Its New Quick-Drying Formula*, Instant Odorono dries almost immediately. Before you have finished with cream, powder and lipstick—it's dry. And you are ready for your frock—certain of your protection—for Instant Odorono inherits all the famous Odorono dependability. Doctors and nurses recommend it as the safe, dependable way to end perspiration troubles.

3 *It Guards Your Frocks . . . It Guards Your Charm!* Instant Odorono saves you money—preventing the costly damage or ruin of your dresses by the acids of perspiration. It eliminates that social handicap, underarm odor . . . so offensive to others—and it has no tell-tale odor of its own. With complete protection Instant Odorono keeps the underarms dry and odorless from 1 to 3 full days.

THE EDITOR OF VOGUE
IS ON THE AIR



Every Thursday morning at 11:30 Eastern Daylight Time, over WJZ and associated N. B. C. stations, Mrs. Edna Woolman Chase, the talented Editor-in-Chief of Vogue, will give her advice on what to wear and how to wear it. Tune in on this Instant Odorono broadcast, and, as you think of your clothes, don't forget that Instant Odorono is the best means of protecting your dresses—as well as your charm—from perspiration.



FAMILIAR TRAGEDIES No. 2

AT THE RACES HE SPENT . . . \$89

SHE RUINED HER FROCK . . . \$30

At the races she was charming—in a new French frock. But the day grew warm, and soon she began to perspire, under the arms. She knew the French frock was ruined, for those perspiration stains were sure to fade the color. She thought, too, of underarm odor. So *gauche!* Why had she trusted an ineffective preparation—when Instant Odorono, so simply and surely, would have saved her frock and her charm.

THE ODORONO COMPANY, INC., NEW YORK

NEW SHOPPING AIDS

For Your Vanity

1. **THE AFFAIRS OF BEAUTY.** Frances Denney beauty treatments and preparations applied to different skin conditions. DENNEY & DENNEY, PHILADELPHIA, PENNSYLVANIA.

2. **ALL FOR BEAUTY.** Harriet Hubbard Ayer, maker of Luxuria face cream, describes her methods for the care of the skin, hands, hair and feet. HARRIET HUBBARD AYER, INC., 323 E. 34TH STREET, NEW YORK CITY.

3. **CAPTIVATING LOVELINESS.** Beauty treatments with Kränk creams, skin tonics, astringents, face powder. ALFRED J. KRÄNK CO., DEPT. 142, 1885 UNIVERSITY AVENUE, ST. PAUL, MINNESOTA.

4. **CUTEX MANICURE SETS.** Preparations sufficient for six complete manicures. 12c. NORTHAM WARREN, 191 HUDSON STREET, NEW YORK CITY.

5. **DEL-A-TONE.** Generous size tube of this cream depilatory. 10c. THE DELATONE COMPANY, DEPT. 186, DELATONE BUILDING, 233 E. ONTARIO STREET, CHICAGO, ILLINOIS.

6. **GIVE BEAUTY A HAND.** Vogue's new booklet of authoritative instruction on the care of the hands and arms—how to acquire "the hand of beauty". THE CONDÉ NAST PUBLICATIONS, INC., 1928 GRAYBAR BUILDING, NEW YORK CITY.

7. **HAIR WAVES.** Vita Tonic Waves—care of, them and complete list of hairdressers who give Vita Tonic Permanent Waves. E. FREDERICKS, INC., DEPT. 189, 235-247 EAST 45TH STREET, N. Y. C.

8. **HERE DWELLS YOUTH.** Face moulding method simplified for home use. Applications of Primrose beauty preparations. PRIMROSE HOUSE, 595 FIFTH AVENUE, NEW YORK CITY.

9. **KLEENEX.** Trial supply of this face cleansing tissue. KLEENEX CO., LAKE MICHIGAN BUILDING, CHICAGO, ILLINOIS.

10. **LA GERARDINE.** A French treatment developed by Gerard to train hair into natural waves. HAROLD F. RITCHIE & CO., INC., 122 EAST 42ND STREET, NEW YORK CITY.

11. **LIP SECRETS.** Free booklet on the art of make-up for the lips. For 25c, generous trial size perfumed Manicure Polish and Solvent Combination. Check shade you prefer: ☐ clear ☐ medium ☐ deep. COTY, DEPT. V6, 714 FIFTH AVENUE, N. Y. C.

12. **MARTIN FROM VIENNA.** Describing two new preparations for the care of the hair: "Gardenol", a soapless shampoo in liquid form, and "Trainol", a fragrant lotion for setting waves. MARTIN, 557 FIFTH AVE., NEW YORK CITY.

13. **ODORONO.** Generous samples of Odorono Regular and Colorless deodorant, and of Odorono Cream Depilatory. 10c. RUTH MILLER, THE ODORONO CO., DEPT. 4V1, 191 HUDSON STREET, NEW YORK CITY.

14. **PETALIS.** Special sample bottle of liquid skin cleanser. 10c. GEORGE C. V. FESLER, INC., DEPT. V-515, 4333 DUNCAN AVENUE, ST. LOUIS, MISSOURI.

15. **POND'S.** Free sample of Pond's Cleansing Tissues. For 10c, samples of Pond's Tissues, Skin Freshener, and two creams—the entire set of Pond's beauty aids. POND'S EXTRACT CO., DEPT. T, 110 HUDSON STREET, NEW YORK CITY.

16. **PRODUITS SCANDIA JOURDE.** Describing Madame Jourde's beauty preparations, and their applications. SCANDIA JOURDE, 601 MADISON AVENUE, NEW YORK CITY.

17. **THE QUEST OF THE BEAUTIFUL and YOUR MASTERPIECE—YOURSELF.** Three fundamental treatments for loveliness. Elizabeth Arden home course in beauty. Catalogue of beauty preparations. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK CITY.

18. **THIS EXQUISITE BEAUTY.** Care of wrinkles, enlarged pores, etc. PRINCESS PAT, LTD., CHICAGO, ILLINOIS.

19. **THREE STEPS TO BEAUTY . . . BEAUTY IN THE MAKING . . . MAKE-UP MAGIC.** Three booklets describing Helena Rubinstein's methods of beauty culture for home treatments. Hints on make-up. HELENA RUBINSTEIN, 8 EAST 57TH ST., NEW YORK CITY.

New clothes, new cosmetics, new knick-knacks for your home, new roads to travel—for all these Vogue's advertisers offer booklets to help you in your Summer selections. Indicate by number on the coupon below, those booklets which are of especial interest to you. THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONNECTICUT will then see that they are sent to you immediately. Where a nominal charge is indicated, please send your remittance in stamps, for forwarding to the advertisers.

For Your Vanity (continued)

20. **UNDERSTANDING YOUR SKIN.** Complete Marie Earle beauty booklet, emphasizing the care of the skin. MARIE EARLE, V5, 660 FIFTH AVENUE, NEW YORK CITY.

21. **THE WAY TO SAY REMEMBER ME.** Describes this perfume. PARFUMS CIRO, 565 FIFTH AVENUE, NEW YORK CITY.

22. **WHY A TEST CURL WITH FRIGIDINE.** Frigidine Permanent Waving method, shampoo, tooth paste. FRIGIDINE, INC., 305 EAST 46TH ST., NEW YORK CITY.

23. **WHY ONLY A HEALTHY SKIN CAN STAY YOUNG.** ☐ Free booklet describing Ingram's skin care. ☐ Introductory Milkweed Cream treatment. 4c. FRANCES INGRAM, DEPT. B-61, 108 WASHINGTON ST., NEW YORK CITY.

24. **WOODBURY'S FACIAL SOAP.** ☐ Trial cake of soap, and samples of face powder and two creams from the Woodbury laboratories. 10c. ☐ THE INDEX TO LOVELINESS. Free booklet describing the Woodbury facial treatments. JOHN H. WOODBURY, INC., 1005 ALFRED STREET, CINCINNATI, OHIO.

25. **YOUR DOWRY OF BEAUTY.** Treatments for individual problems of skin care. Dorothy Gray beauty preparations. DOROTHY GRAY, 683 FIFTH AVE., N. Y. C.

26. **ZIP.** Illustrated folder on the use of Zip Epilator for removing superfluous hair. MADAME BERTHE, 562 FIFTH AVENUE, NEW YORK CITY.

For Your Summer Wardrobe

27. **CHOOSING AN UMBRELLA WARDROBE.** Adapting the umbrella to the costume. Illustrations of umbrellas suitable for dress, tailored, and sports wear; for carrying in suitcase or motor. FOLLMER, CLOGG & CO., 252 WEST KING STREET, LANCASTER, PENN.

28. **DÉJÀ.** July brochure showing new Summer dresses. DÉJÀ, INC., 550 SEVENTH AVENUE, NEW YORK CITY.

29. **ENSEMBLE FOOTWEAR.** Important costumes for Summer, with suggestions for the shoes to be worn with them. Several ensembles in full colors. WALK-OVER, 510 FIFTH AVENUE, NEW YORK CITY.

30. **THE SEVEN SOURCES OF MODERN BEAUTY.** Symmetrical and fashionable silhouettes obtained with Charis Foundation Garments; how to correct individual posture deficiencies. CHARIS CORP., V-3, ALLENTOWN, PENNSYLVANIA.

31. **SIL-O-ETTE UNDERGARMENTS.** Describing new foundation garments built for smoothness and comfort under modern gowns. UNIVERSAL RAYON UNDERWEAR CORP., 36 WEST 32ND ST., NEW YORK CITY.

32. **STEAMSHIP LUGGAGE REGULATIONS.** ☐ Valuable information pertaining to the transportation of luggage. ☐ THE SMARTEST WAY TO TRAVEL. New styles in trunks and suitcases. HARTMANN TRUNK COMPANY, RACINE, WISCONSIN.

For Your Summer Wardrobe (continued)

33. **STUDIES IN STANCE.** Matrix Golf and Sport shoes. MATRIX STYLE STUDIO, 47 WEST 34TH STREET, NEW YORK CITY.

34. **WARDROBES AND CABINETS.** Protex Mothproof Wardrobes and Cabinets to preserve clothing, blankets, etc. J. F. FRIEDEL CO., SYRACUSE, NEW YORK.

35. **WINDSOR HOSIERY COLOR CHARTS.** New shades of Windsor hosiery for Summer. WINDSOR MILLS, INC., 389 FIFTH AVENUE, NEW YORK CITY.

36. **YOUR HOME AWAY FROM HOME.** New line of Oshkosh trunks and suitcases. OSHKOSH TRUNK CO., 447 HIGH STREET, OSHKOSH, WISCONSIN.

For the Bride

37. **BRIDAL SILVER AND WEDDING CUSTOMS.** By Emily Post. ☐ Important modern wedding conventions outlined by this world-famous authority on etiquette. 25c. ☐ THE BOOK OF SOLID SILVER, showing new designs in Towle flat silver and hollow ware. 25c. TOWLE SILVERSMITHS, DEPT. K6, NEWBURYPORT, MASSACHUSETTS.

38. **THE GLASS OF FASHION.** Correct and charming table settings. THE FOSTORIA GLASS COMPANY, DEPT. V-6, MOUNDSVILLE, WEST VIRGINIA.

39. **THE HUNT CLUB.** 18-page booklet showing the popular pieces in the new Gorham Sterling. THE GORHAM COMPANY, DEPT. Q-10, PROVIDENCE, RHODE ISLAND.

40. **LOVERS' LAMENT.** Illustrated booklet on Wood wedding rings and diamonds. J. R. WOOD & SONS, INC., 15-MAIDEN LANE, NEW YORK CITY.

41. **STERLING SILVER.** ☐ Free booklet on silver with new "Palladian" finish—a protection against tarnish. ☐ CORRECT TABLE SILVER—ITS CHOICE AND USE, by Lady Mendl. 25c. INTERNATIONAL SILVER CO., FINE ARTS DIVISION, WALLINGFORD, CONN.

For Your Children

42. **VOGUE'S BOOK OF PRIVATE CAMPS.** A comprehensive and authoritative book on camps compiled from the view-point of the parent by the Editors of Vogue. It tells about the different types of camps, their purposes, regulations, activities, age limits. THE CONDÉ NAST PUBLICATIONS, INC., VOGUE'S CAMP BUREAU, 1928 GRAYBAR BUILDING, NEW YORK CITY.

43. **VOGUE'S BOOK OF PRIVATE SCHOOLS.** For parents who wish complete information about the various types of private schools that exist today—their requirements, differences, specialties, tuition fees. THE CONDÉ NAST PUBLICATIONS, INC., VOGUE'S SCHOOL BUREAU, 1928 GRAYBAR BUILDING, N. Y. C.

For Your Amusement

44. **HOME MOVIE BOOKLET.** How to make professional appearing movies with an amateur's camera. EASTMAN KODAK COMPANY, ROCHESTER, NEW YORK.

For the Pantry

45. **FLORENCE K. BILLY BAXTER** gives intriguing details about non-alcoholic highballs and many cocktail recipes. THE RED RAVEN CORPORATION, CHESWICK, PENN.

46. **THE MODERN FIGURE.** Menus and table of foods for reducing-diets. KELLOGG COMPANY, DEPT. C-5, BATTLE CREEK, MICH.

For the Household

47. **ANNETTE'S CLEANSER.** Cleaning Guide for removing spots from all fabrics and colors, and trial size box of cleanser. 10c. ANNETTE'S, 99 CHAUNCEY STREET, BOSTON, MASSACHUSETTS.

48. **HOMES OF COMFORT.** 95-page booklet introducing new Crane plumbing fixtures and valves, with color schemes for bathroom and kitchen fittings. CRANE, 836 S. MICHIGAN AVENUE, CHICAGO, ILLINOIS.

49. **MODERN IDEAS ABOUT TOWELS.** Making bathroom ensembles with towels, facecloths, and bath-mats, in new colors and styles. CANNON MILLS, INC., 70 WORTH STREET, NEW YORK CITY.

50. **SPRING WATER.** Literature on bottled spring water from Maine. POLAND SPRING COMPANY, 680 FIFTH AVENUE, N. Y. C.

51. **WAMSUTTA PERCALE.** Sheets and pillow cases; proper methods for making beds; things to consider in purchasing bedding. WAMSUTTA MILLS, NEW BEDFORD, MASS.

For the Vacation

52. **CANADA.** Railway to all parts of Canada with excellent accommodations. CANADIAN NATIONAL RAILWAYS, 673 FIFTH AVENUE, NEW YORK CITY.

53. **CANADA.** Banff Springs Hotel. Various sports and excellent accommodations at this resort. CANADIAN PACIFIC RAILWAY, 344 MADISON AVENUE, NEW YORK CITY.

54. **EMPRESS OF BRITAIN.** Booklet in color showing spacious rooms and decks of this trans-Atlantic liner. CANADIAN PACIFIC STEAMSHIP COMPANY, 344 MADISON AVENUE, NEW YORK CITY.

55. **EUROPE.** Crossing the Atlantic via steamships of FRENCH LINE, 19 STATE STREET, NEW YORK CITY.

56. **EUROPE.** Crossing the Atlantic on the Leviathan. UNITED STATES LINES, 45 BROADWAY, NEW YORK CITY.

57. **FRANCE.** Describes travel in this historic country. RAILWAYS OF FRANCE, 701 FIFTH AVENUE, NEW YORK CITY.

58. **GARDENS TO SEE IN TRAVELS ABROAD.** House & Garden's new booklet, describing famous gardens in France, England, Holland, Belgium, and Spain. THE CONDÉ NAST PUBLICATIONS, INC., TRAVEL ADVERTISING DEPT., 1928 GRAYBAR BUILDING, NEW YORK CITY.

59. **HAWAII.** Booklet describes this isle of play in the Pacific—golf and other sports. HAWAII TOURIST BUREAU, 229-E BUSH STREET, SAN FRANCISCO, CALIFORNIA.

60. **INDIA.** Excellent accommodations while travelling through this country. INDIA STATE RAILWAYS, DELHI HOUSE, 38 EAST 57TH STREET, NEW YORK CITY.

61. **MAINE.** Poland Spring House and Mansion House. Golf and various other sports. Excellent accommodations. POLAND SPRING, MAINE.

62. **NEW HAMPSHIRE,** Portsmouth, Wentworth-By-the-Sea. Various sports, relaxful atmosphere in this resort hotel. WENTWORTH-BY-THE-SEA, PORTSMOUTH, NEW HAMPSHIRE.

63. **NEW OCEAN HOUSE.** Golf, private bathing beach, other sports. Accessible to historical points. NEW OCEAN HOUSE, SWAMPSCOTT, MASS.

64. **ORIENT.** Low round trip summer rates. Excellent accommodations. NIPPON YUSEN KAISHA LINE, 25 BROADWAY, N. Y. C.

Miscellaneous

65. **EYE-GLASS FRAMES.** How Ful-Vue frames improve your appearance. Also important facts about lenses. AMERICAN OPTICAL CO., DEPT. V1, SOUTHBRIDGE, MASS.

VOGUE, Reader Service Bureau
Greenwich, Connecticut

Please have sent to me the booklets numbered _____

NAME _____

ADDRESS _____

CITY _____

STATE _____

V 7-1-31

Take care of the pennies . . . the towels will take care of themselves!

VACATION TOWELS have to be versatile, able to rough it gracefully, ready to meet salt sand and brambles and mountain mud. You will use yours as rugs on the rocks by some sky-high pool, as swim-suit bags, turbans, picnic table covers and what-not.

Yes, you'll need *plenty*. And this year you can have plenty and still keep the fortune in the family. For Cannon towels look like money and work like mad. Yet cost little and last long. They're planned for this year's *double-smart* buyers.

Cannon towels have known all along how to be lovely and thrifty, soft and tough. They've had a silky, sponge-crushy feel—a caress for the thinnest skin, a tonic for active muscles. They've been able to keep their

freshness and beauty through endless tests . . . because of longer-fibered cotton . . . firm and close and even weave . . . pure colors and particular finish. Your new Cannon towels will do their duty by you this summer, and come back smiling for a decorative inside job all year.

You'll find exactly the styles you like—swagger all-over patterns to impress week-end guests and sturdy by-the-dozens for clean-up work. Plain and fancy, towels for leather-skins and towels for tenderfeet.

And right now, their prices are down, deep down. Small sums well spent can accomplish big things. . . . Whenever you shop, find the Cannon label. *It brings you the most for the money and also the smartest in town.* . . . Cannon Mills, Inc., 70 Worth Street, New York City.



New Cannon ensemble sets contain matching bath towels, guest towels, wash cloths and bath mat—tied with ribbons and wrapped in transparent Cellophane. Smart stores will show you a wide selection of gay, all-over patterns in soft pastel shades. Prices for seven-piece sets range from \$2 to \$6. Extras may be bought separately, for as little as 59c for the bath towels. (There are other Cannon styles, to suit any taste—from 25c to \$2.50 each.)

C A N N O N T O W E L S



“I’ve shipped on a South Sea Tramp



yet you’ll find me just around the corner”

It’s a small matter where you meet up with Chesterfield. The point is—get acquainted! You’ll find the change to Chesterfield a real change...one which your palate will thank you for! Chesterfield uses choicer and milder tobaccos and so blends and cross-blends them that you get just what you want in a smoke...*greater mildness and better taste.*

Chesterfield

